



FRESH CROP REPORT

WEEK OF NOVEMBER 16, 2025

**RSS**

Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC

Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

STRAWBERRIES

This week's California rain will cause an extreme demand-exceeds-supply market over the next two weeks. Expect tight supplies and elevated prices.

SEASONAL HARVESTING TRANSITION

All of Markon's Salinas-based value-added suppliers will be shipping from Yuma, Arizona starting this week.

SOUTHEASTERN FREEZE

Low temperatures have the potential to impact the growing regions of North Carolina, Georgia, and North Florida this week.

SEEDLESS LEMONS

- Prices are high; supplies are tight but expected to increase week over week.
- Quality is excellent.

MELONS

- The fall domestic melon season is winding down. MFC Cantaloupe Melons will ship through November 18 and MFC Honeydew Melons through November 22.
- The transition to offshore production will begin over the next few weeks.

BABY BROCCOLI BROCCOLINI

- Yields have slightly increased as supplies recover from recent weather events.
- Strong demand is expected to keep markets elevated and overall stocks are limited.

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apples

Markets are unchanged; stocks are ample. Quality is excellent; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

REGION	SUPPLIES	QUALITY	PRICE
MI	///	*****	\$\$\$
WA	///	*****	\$\$\$



asparagus

Prices are stable. Mexican supplies are plentiful, especially jumbo and extra-large sizes. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if necessary.

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$



avocados

The market is low. Mexican stocks are ample. Volume is average in California and Peru. Quality is very good; flavor is mildly nutty and texture is creamy. RSS Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$



bell peppers green/red

West Coast greens are shipping out of California's Imperial Valley; size is dominated by large and extra-large peppers. Rain and lower temperatures may impact quality moving forward; growers are harvesting ahead of the storms to reduce shortages. The Mexican season (into Nogales, Arizona) will start over the next 7-10 days. Red bell prices are starting to increase. Coastal California production is winding down while the Coachella season is getting a late start. MFC and ESS Green and Red Bell Peppers are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



blackberries

Markets are stable. Mexican and West Coast yields are average. Production is fully underway in Watsonville, California. Quality ranges from very good to excellent.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



blueberries

Weak prices persist; supplies are abundant. Quality is very good; berries are plump and sweet.

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$

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broccoli

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$

The market is inching back up as the Salinas season is ending and growers are transitioning to the Arizona-California desert region. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) Broccoli Crowns are being shipped as needed.



cantaloupe

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$

Prices are elevated. The fall domestic season is winding down. MFC Cantaloupe Melons will ship through November 18. The transition to offshore production will begin over the next few weeks.



cauliflower

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$

The market is rising; growers are moving to the Arizona/California desert area. East Coast prices are elevated due to supply gaps between growing regions. ESS Cauliflower is limited; packer label is being substituted as needed.



celery

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Prices are up. California's Salinas Valley season has ended. Oxnard production is underway. The Arizona-California desert and Florida seasons will start in December. Quality is very good; pith and disease pressure are minimal. MFC Celery is available.



chile peppers

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
TX	///	*****	\$\$\$

Markets are steady. Stocks are increasing in Northern Mexico. The Texas season has begun. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are fairly steady. Mexican stocks are shipping from the Sonora and Baja regions. Quality is very good; skins are dark green and smooth. All sizes are available. MFC and ESS Cucumbers are available.



grapes

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Markets are climbing. California grape growers will ship out of storage for the rest of the season. The offshore Peruvian and Chilean seasons will start in mid-December. MFC and ESS Green and Red Seedless Grapes as well as MFC Lunch Bunch Grapes are available.

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green leaf

REGION	SUPPLIES	QUALITY	PRICE
AZ- CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are high. Growers are now harvesting in the Arizona-California desert region; supplies will increase week over week. Markon Best Available (MBA) Green Leaf Lettuce is being substituted due to low weights.



honeydew

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

The fall domestic season is winding down. MFC Honeydew Melons through November 22. The transition to offshore production will begin over the next few weeks.



iceberg

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices will remain elevated through November. Growers have moved to the Arizona-California season; volume will rise week over week. MBA Iceberg Lettuce is being substituted until weights meet specifications.



lemons

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

This week's Southern California rain will cause harvesting delays, tighten supplies, and increase markets. MFC and ESS Lemons are available.



limes

REGION	SUPPLIES	QUALITY	PRICE
MEX/TX	///	*****	\$\$\$
COLOMBIA	///	*****	\$\$\$

Prices have stabilized. Supplies are adequate; 175-count fruit dominates availability. Quality is good: styler and skin breakdown are occasional problems being culled during packing. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$

Expect markets to rise slightly over the next several weeks due to strong holiday demand. Growers have stepped up the grading process as internal decay has been an issue in some lots. MFC and ESS Red and Yellow Onions are available.



oranges

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

California Navel orange prices are inching down; stocks are increasing as multiple growing regions are harvesting. MFC and ESS Valencia Oranges are available.



pears

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
WA	///	*****	\$\$\$

Markets will bump up when the California season ends in approximately two weeks. Washington Bartlett, Bosc, and green/red Anjou varieties are available. Quality is excellent; sugar levels range from 14 to 17 Brix. MFC Bartlett and Green Anjou Pears are available.

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pineapples

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$

Prices are unchanged. Costa Rican stocks are adequate. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
ND	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$

Red markets are up a bit while yellow prices are holding steady. Quality is very good; growers are now shipping from storage. MFC Red and Yellow Potatoes are available.



potatoes

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$

Weak prices persist. Norkotah volume is high. Burbank supplies will increase in late November/early December after going through the sweat process, which naturally cures skins and extends shelf life. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is level. Supplies are abundant in California's Santa Maria and Watsonville regions. Quality is very good in all areas.



romaine

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are high. Growers are now harvesting in the Arizona-California desert region; supplies will increase week over week. MBA Romaine Lettuce is being substituted due to low weights.



salads & blends

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$

The Salinas Valley season has ended. All of Markon's Salinas-based value-added suppliers will be shipping from Yuma, Arizona starting this week.

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spring mix

All of Markon's Salinas-based value-added suppliers will be shipping from Yuma, Arizona starting this week. RSS Arugula, Spinach, and Spring Mix are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$



squash

With a major cold front occurring in the Southeast, the market will tick up later this week. Sonora, Mexico is the main region right now; supplies are sufficient due to excellent growing conditions. MFC Zucchini and Yellow Squash are available.

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



tomatoes

Markets are fairly steady. Supplies are moderate out of Baja, Mexico. Sizes are dominated by 4x5 and 5x5 packs. Central Mexico's production has increased and quality has improved. The Culiacán and Sinaloa seasons will begin in mid-December. MFC Tomatoes are available

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$



tree fruit

The California nectarine, peach, and plum seasons have ended. The offshore Chilean tree fruit season will begin in mid-January.

REGION	SUPPLIES	QUALITY	PRICE
--	///	*****	\$\$\$



strawberries

This week's California rain will cause an extreme demand-exceeds-supply market over the next two weeks. Expect tight supplies and elevated prices. MFC Strawberries are sporadic; packer label will be shipped when fruit doesn't meet Markon specifications.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



watermelon

Prices are up a bit. Florida production will continue for a few more weeks then growers will move to Mexico and Guatemala. Quality ranges from good to very good; sugar levels are approximately 10 Brix.

REGION	SUPPLIES	QUALITY	PRICE
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
VINCENT CASE
MARKON MEMBER CHEF

Q

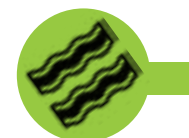
What hearty vegetable dishes do you suggest for winter menus?

A

I love roasted sweet potato with miso butter and fresh chives—for me, this is the perfect dish for cold weather.



I also like to cross-utilize sweet potatoes across my menus.



Try adding them to hashes, gratins, green salads, and even pies.

TIPS FOR SERVING MFC TRIMMED LEEKS



- 1.** Steam halved MFC Trimmed Leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.
- 2.** Top flatbreads and pizza with leek rounds, black pepper, and blue cheese; bake until crust is crunchy and cheese is bubbly.
- 3.** Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.

MENU FEATURE

Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.

Spanish Tortilla Bites

Bite-size bar snacks are more sophisticated than ever! Serve these comforting potato omelet appetizers topped with crunchy, colorful radishes.

2 T	Olive oil
1	MFC Yellow Onion, chopped
2	Cloves RSS Peeled Garlic
1 ½ tsp.	Kosher salt
¼ tsp.	Black pepper
1 pound	MFC Idaho Potatoes, peeled and sliced
6	Eggs
¾ C	Sour cream
6 oz.	Manchego cheese, grated
¼ C	Aioli
3	Small watermelon radishes, thinly sliced
½ C	RSS Washed & Trimmed Cilantro

Heat olive oil in a large skillet; saute onions, garlic, 1/2 teaspoon of salt, and black pepper until soft. Add sliced potatoes and cook two more minutes. Take off the heat and cover with lid; set aside until cooled. Whisk together eggs, sour cream, cheese, and remaining teaspoon of salt. Add potato mixture to eggs. Pour all into a greased baking pan and bake for 20-30 minutes (until firm, but not browned). Cool and cut into squares. Top each square with a small dollop of aioli, followed by a thin radish slice and chopped cilantro. Serve immediately.

Topped with roasted
crispy leeks and
snipped chives,
this soup is
creamy and
flavorful.

