



FRESH CROP REPORT

WEEK OF NOVEMBER 23, 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

CALIFORNIA RAIN

Rain has affected multiple growing regions over the past week or two. Quality problems such as bottom rot, dirt/mud, mildew, premature pinking, rib blight, and reduced shelf-life are potential lettuce and leafy greens problems throughout the industry.

SQUASH

Zucchini and yellow squash supplies are tightening due to cool weather. Markets are expected to rise due to strong demand, especially for yellow squash.

GRAPES

California-grown grapes will ship out of storage for the rest of the season; expect prices to climb as the season winds down. The offshore Peruvian and Chilean seasons will begin in mid-December.



TOMATOES

- Recent frost in the Southeast is pushing harvests further south into Florida.
- Mexico is expecting overall moderate production in November.

MELONS

- The transition to offshore production has begun on the East Coast. Packer label cantaloupes are now arriving in Southern Florida, while honeydew arrivals will begin later this month.
- Rain in the Arizona-California desert growing region is ending many seasons early, further tightening supplies.

STRAWBERRIES

- Harvesting has been cancelled in California due to heavy rainfall. Mexican supplies will help fill the void, but cannot meet full demand.
- Industry volume will not meet retail or foodservice demand through the rest of this week in all growing regions.

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apples

Prices for small Gala and Honeycrisp supplies have increased slightly due to smaller than expected crops. 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

The market is level. Mexican stocks are ample, especially jumbo and extra-large sizes. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if needed.

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



avocados

Prices are weak. Mexican volume is high. Yields are adequate 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

Green bell markets are up a bit; demand is strong. California's Coachella season is well established now and despite the rain, crews were able to harvest in full. Mexican growers have begun light harvesting in Sinaloa and Sonora (into Nogales, Arizona). Overall red bell volume is low; prices are up. Coachella production is underway, but ripening is slightly behind schedule. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Expect prices to remain steady. California's Watsonville season is expected to finish within the week. Mexican supplies have begun to rebound after recent rain. Quality is improving; occasional soft fruit has been reported.

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



blueberries

Markets are stable. Quality in Mexico's growing region has improved, increasing yields. Peruvian shipments are arriving in the U.S. without any quality issues.

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

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broccoli

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

Prices are elevated. Rain in the Arizona-California desert region is causing quality issues and lowering yields. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) Broccoli Crowns are being shipped as needed.



cantaloupe

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

The market is high. The transition to offshore production has begun on the East Coast. Packer label supplies are now arriving in Southern Florida. Rain in the Arizona-California desert growing region is ending many seasons early, further tightening supplies.



cauliflower

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

Prices are up; West Coast production has moved to the Arizona/California desert area; rain is causing quality issues. East Coast growers are moving to new growing regions, tightening supplies. ESS Cauliflower is limited; packer label is being substituted as needed.



celery

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

High markets persist. Oxnard production is being slowed by rain. The Arizona-California desert and Florida seasons will start in December. Quality is very good; pith and disease pressure are potential industry problems. MFC Celery is available.



chile peppers

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

Serrano prices remain extremely elevated. Jalapeno markets are rising as well. Anaheim, Habanero, and Pasilla prices are relatively stable. Supplies are shipping from Northern Mexico and Texas. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is climbing. Cooler weather and rain are decreasing yields. Mexican supplies are shipping from the Sonora and Baja regions. MFC and ESS Cucumbers are available.



grapes

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

California-grown grapes will ship out of storage for the rest of the season; expect prices to climb as the season winds down. The offshore Peruvian and Chilean seasons will begin 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	///	*****	\$\$\$

Rainy weather is keeping prices high. Supplies are tight in the Arizona-California desert region. Markon Best Available (MBA) Green Leaf Lettuce is being substituted as necessary.



honeydew

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

Markets are up. Rain in the Arizona-California desert growing region is ending many seasons early, tightening supplies. The transition to offshore production will begin later this month.



iceberg

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

Expect high prices through November. Weeks of rain have delayed production and tightened supplies. MBA Iceberg Lettuce is being substituted until weight and quality specifications are met again.



lemons

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

Markets are rising. California growers harvested ahead of recent rain events, but volume has dipped. MFC and ESS Lemons are available.



limes

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

Mexican shipments slowed significantly last week, tightening short-term availability and pushing prices higher. MFC and ESS Limes remain available, but costs are expected to stay firm as demand builds ahead of the Thanksgiving holiday.



onions

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

Markets are a bit higher compared to last week; strong holiday demand has begun. MFC and ESS Red and Yellow Onions are available.



oranges

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

California Navel orange prices are stable despite recent rain. Growers were able to harvest ahead of the storms. MFC and ESS Valencia Oranges are available.



pears

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

The California season is winding down, pushing up Washington prices a bit. Quality is good, but some suppliers report internal breakdown and soft texture; sugar levels range from 14 to 17 Brix. MFC Bartlett and Anjou Pears will remain available through January.

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

The market is level. Costa Rican supplies are sufficient. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.



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

Red and yellow prices are stable. Supplies are adequate in most regions, but red B grades and No. 2s are tight in Michigan. Quality is very good; red supplies are exhibiting occasional skinning, while yellows may possess some bruising. MFC Red and Yellow Potatoes are available.



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

Although most markets are steady, supplies will be limited in Nevada until late December, causing higher prices in that region. Idaho Norkotahs have gone through the sweat; growers are shipping out of storage. Expect excellent quality with good skin set. MFC Idaho Burbank and Norkotah Potatoes are available.



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

raspberries

Expect level prices. Mexican quality is strong; fruit is firm with bold color. California's Watsonville growing region will end within the week.



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

romaine

Rainy weather is keeping markets high. Supplies are tight in the Arizona-California desert region. MBA Romaine Lettuce will be substituted until weight and quality specifications are met again.



salads & blends

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

Prices are elevated due to persistent rain in all growing areas. Markon's Salinas-based value-added suppliers are shipping from Yuma, Arizona.

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spring mix

All of Markon's Salinas-based value-added suppliers are shipping from Yuma, Arizona. Persistent rain has lowered volume and driven up markets. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Round tomato prices are level; small sizes dominate availability. Strong demand is pushing up markets for large-size Romas. Growers are harvesting in both Baja and Central Mexico. There is a wide range in quality throughout the industry. MFC Tomatoes are available.

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



squash

Zucchini and yellow squash supplies are tightening due to cool weather. Prices are rising due to strong demand, especially for yellow squash. MFC Zucchini and Yellow Squash are available.

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



tree fruit

The offshore Chilean tree fruit season will begin in mid-January.

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



strawberries

The market is escalating. Harvesting has been cancelled in California due to heavy rainfall. Mexican supplies will help fill the void, but cannot meet full demand. Industry volume will not meet demand through the rest of this week in all growing regions.

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



watermelon

Markets are slightly higher. Florida production will continue for through November; growers will then 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

Brussels sprouts are a big menu favorite. How do you serve them this season?

A

I like the smoky flavors I get when I grill RSS Brussels Sprout Halves.



I toss them in a winter citrus nuoc cham.



Don't forget to serve with herbs, marinated tomatoes, red onion slices, and toasted peanuts.

TIPS FOR SERVING POTATOES



- 1.** Mash MFC Potatoes with roasted RSS Peeled Garlic, cream, and butter—the perfect comfort side dish for the holidays.
- 2.** Layer thinly sliced MFC Potatoes, RSS Sliced Onions, and Bechamel sauce; top with shredded cheese, bake, and serve these au gratin squares with steak or chops.
- 3.** Offer top-your-own baked potatoes with a variety of add-ons like sour cream, MFC Chives, roasted RSS Peeled Garlic, fried RSS Peeled Shallots, RSS Green Onions, sautéed MFC Mushrooms, and more.



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.

Stuffed Turkey with RSS Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

- 1 T Olive oil
- ½ C RSS Diced Yellow Onions
- 1 T RSS Peeled Garlic, minced
- 1 T Zest of Markon First Crop Lemons
- 3 C RSS Urban Blend
- 2 C Cornbread, crumbled
- 2 lb. Turkey breast, deboned and pounded flat
- Salt and pepper, to taste

Preheat oven to 400° F. Heat oil in a large skillet. Add onions, garlic, and zest; saute until soft. Stir in RSS Urban Blend and cook until wilted (one to two more minutes). Put mixture in food processor along with cornbread and pulse until ground. Pat turkey dry; score the top with a knife. Season with salt and pepper. Spread RSS Urban Blend mixture over surface of turkey, leaving edges clear. Starting at the bottom, carefully roll the meat into a log-like form. Tuck the ends under and tie the roast with butcher's string. Brush all with any remaining oil from skillet and season with salt and pepper. Cook for 45 minutes or until thermometer reads 160 degrees F internally. Remove from heat and allow to rest for ten minutes. Slice and serve with mashed sweet potatoes or yams.



Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

