



FRESH CROP REPORT

WEEK OF NOVEMBER 30, 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

Expect limited stocks and high prices. Supplies will be extremely limited in California over the next two weeks due to prior rain events. Mexican stocks (into South Texas) are increasing; the weather has improved. The Florida season has begun in a limited manner. Neither Mexico nor Florida has enough fruit to fill the void left by California.

DESERT REGION PRODUCTION DELAYS

All desert row crop growers are struggling to harvest in extremely muddy conditions. Apart from the impact on production, rain-related quality and shelf-life challenges will be present in commodity and value-added items such as broccoli, lettuce, and tender leaf for at least the next two weeks.

BELL PEPPERS

Bell pepper markets are higher due to increased holiday demand and cool, rainy weather in California.

AVOCADOS

- Prices are weak. Mexican volume is high.
- Yields are adequate in California and Peru.

CHILE PEPPERS

- Expect elevated prices for the next few weeks as weather issues, regional transitions, and reduced plantings limit availability.
- Mexico's Baja and Sonora early-season production is still recovering from October storms.

BRUSSELS SPROUTS

- Prices continue to climb rapidly as rain and quality issues reduce yields.
- The Mexican season will begin in mid-December, supplementing falling Salinas volume.

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apples

Expect slightly higher markets for small Gala and Honeycrisp supplies. 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 fairly steady. Mexican supplies are abundant, 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

Markets are low. Mexican stocks are plentiful. 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

Prices are higher due to increased holiday demand and cool, rainy autumn weather in California. Florida production has begun in all regions. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is level. California's Watsonville season is over. Mexican stocks are increasing after recent rain. Quality is improving; occasional soft fruit is being culled before shipment.

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



blueberries

Prices are average. Mexico's supplies are increasing. 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	///	*****	\$\$\$

Markets are high. Recent rain has caused quality issues and lowered volume in 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
OFFSHORE	///	*****	\$\$\$

Elevated prices persist. The offshore season is underway; packer label supplies are now arriving in Southern Florida. Rain in the Arizona-California desert growing region is ending many seasons early; yields are low.



cauliflower

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

The market is elevated but inching down as supplies increase in the Arizona-California desert growing region. Quality issues persist following rain but are improving. East Coast growers are also transitioning to new growing regions. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

Prices are climbing. Oxnard yields are low due to recent rain. The Arizona-California desert and Florida seasons will get underway in December. Quality is good; pith and disease pressure are potential industrywide issues. MFC Celery is available.



chile peppers

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

Expect elevated markets for the next few weeks as weather issues, regional transitions, and reduced plantings limit availability. Mexico's Baja and Sonora early-season production is still recovering from October storms. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices have stabilized. Warmer days are increasing yields in Florida. Mexican stocks 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; markets are elevated. 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	///	*****	\$\$\$

Elevated markets are inching down as supplies increase week to week in the Arizona-California desert growing region. Markon Best Available (MBA) Green Leaf Lettuce is being substituted as necessary.



honeydew

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

Prices are high. Recent rain has ended many seasons early in the Arizona-California desert growing region, tightening supplies. The transition to offshore production will start next week.



iceberg

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

Markets are inching down as supplies increase week to week in the Arizona-California desert growing region. Recent rains followed by mild weather will help increase weights. MBA Iceberg Lettuce is being substituted until weight and quality specifications are met again.



lemons

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

Prices are fairly stable. California growers are in regular production after recent rains. MFC and ESS Lemons are available.



limes

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

Markets are climbing. Mexican supplies are tight due to slowed border crossings and strong holiday demand. MFC and ESS Limes are available.



onions

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

Prices are inching up due to strong holiday demand. Quality is very good. MFC and ESS Red and Yellow Onions are available.



oranges

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

California Navel markets are stable; supplies are sufficient. MFC and ESS Valencia Oranges are available.



pears

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

The California season will end this week. Demand will shift to Washington, increasing prices. Quality is good, but some suppliers report internal breakdown and soft texture; sugar levels range from 14 to 17 Brix. MFC Washington Bartlett and Anjou Pears will ship through January.

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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	///	*****	\$\$\$
MI	///	*****	\$\$\$
ND	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$

Red and yellow markets are steady. Stocks are sufficient in most regions, but red B grades and No. 2s are limited 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.



potatoes

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

Expect level pricing in all regions except Nevada, where markets are up. 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.



raspberries

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

Markets are stable. Mexican quality is very good; fruit is firm with bold color. California's Watsonville season has ended.



romaine

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

Prices are inching down as supplies increase week to week in the Arizona-California desert growing region. Recent rains followed by mild weather will help increase weights. MBA Romaine Lettuce will be substituted until weight and quality specifications are met again.



salads & blends

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

Markets are high due to recent rain in all growing areas. Markon's Salinas-based value-added suppliers are shipping from Yuma, Arizona.

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spring mix

Prices are elevated due to recent rain that has tightened supplies. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Round tomato markets are stable; small sizes dominate availability. Strong demand is increasing prices for large-sized Romas. Growers are harvesting in Central Florida as well as 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 supplies have increased. Yellow squash remains snug due to strong demand but higher volume is forecast for next week. 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

Expect limited stocks and high prices. Supplies will be extremely limited in California over the next two weeks due to prior rain events. Mexican stocks (into South Texas) are increasing; the weather has improved. The Florida season has begun in a limited manner. Neither Mexico nor Florida has enough fruit to fill the void left by California. MFC Strawberries are not available.

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



watermelon

Prices are increasing. The Florida season is ending; growers are shipping from Mexico and Guatemala. Quality ranges from good to very good; sugar levels are approximately 10 Brix.

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

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

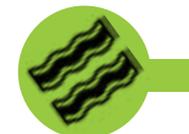
What are your go-to salads for cold weather?

A

My favorite cold-weather salad consists of roasted vegetables, chopped MFC Artisan Romaine, shaved Manchego cheese, and maple vinaigrette.



I alternate vegetables like roasted beets, winter squashes, Brussels sprouts, and mushrooms.



I also like to use RSS Harvest Blend as a hearty base for winter menus.

TIPS FOR SERVING RSS HERITAGE BLEND



- 1.** RSS Heritage Blend is a sophisticated combination of colorful lettuces that can withstand hearty toppings like meats, nuts, and seafood.
- 2.** The blend includes firm, yet toothsome Lolla Rosa, Red Flash, Red Oak, Red Leaf, Green Oak, and Bally Hoo Tango lettuces.
- 3.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan and top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.



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.

Lemon Shrimp Scampi

Succulent shrimp get a punch of flavor from grilled lemons and herbaceous pesto sauce. Great as a shareable appetizer or a single entrée.

- 16 Large shrimp, peeled and cleaned
- 1T Pesto sauce
- 1T RSS Lemon Juice
- 1 MFC Lemon, sliced and grilled
- Micro-basil, to garnish (optional)

Toss shrimp with pesto and lemon juice. Arrange in a small cast iron skillet and cook until pink and starting to brown (use broiler for top browning).

Garnish with grilled lemons and micro-basil; serve hot.

Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp salad.

