



FRESH CROP REPORT

WEEK OF SEPTEMBER 20, 2026

RSS



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

MFC



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

ESS

MARKON
ESSENTIALS

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

HIGHLIGHTS

GREEN LEAF, ICEBERG & ROMAINE

Due to the recent heat and the presence of Impatiens Necrotic Spot Virus (INSV) in the Salinas and Santa Maria Valleys, many growers have lost as much as 20% of their yields. Strong processor demand is further fueling this market.

LEMONS

Prices remain elevated due to limited supplies and strong demand across all production regions. Market conditions are expected to remain firm until volume increases with new crop harvests in late September/early October.

STRAWBERRIES

Prices are elevated as demand exceeds available volume. Abnormally high temperatures across California growing regions will create quality challenges in the weeks ahead.

APPLES

- The market is holding steady while new crop harvests start for the fall season.
- Washington Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious shipments have begun; volume will increase through the month.

LIMES

- Prices are climbing; supply levels are falling.
- Small sizes, 230- to 250-count limes, are becoming a higher proportion of total volume and exhibiting better external appearance.

ASPARAGUS

- Supplies remain critically short as production struggles to keep pace with demand across both Mexico and Peru. Jumbo and extra-large sizes are especially limited; overall size continues to skew heavily toward smaller spears.
- Expect significantly higher pricing, limited substitutions, and ongoing size restrictions.

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apples

Prices are stable. New crop Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious shipments have begun in the Pacific Northwest; volume will increase through the month. Quality is very good; sugar levels range from 15 to 18% Brix.

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



asparagus

Supplies remain critically short as production struggles to keep pace with demand across both Mexico and Peru. Jumbo and extra-large sizes are especially limited; overall size continues to skew heavily toward smaller spears. Expect significantly higher markets, limited substitutions, and ongoing size restrictions. MFC Asparagus is available; packer label is being shipped as necessary.

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



avocados

Prices are fairly steady; supplies are ample. Quality is very good. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



bell peppers green/red

The market is average, but even lower prices are anticipated by next week. East Coast stocks are ample in North Carolina and Georgia. West Coast and Canadian yields are high. Quality is very good; color is deep, walls are thick, and skins are smooth. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are starting to inch up; the California season is past its peak. New crop Mexican supplies will increase through September. Quality is very good; berries are plump and sweet.

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



blueberries

Elevated markets are forecast through September; demand exceeds supply. The Pacific Northwest season will end next week. Limited quantities are being harvested in Mexico and Peru; Chilean fruit will join the mix soon. Quality ranges from good to very good.

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

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broccoli

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

Prices remain high; pin rot, hollow core, and Diamondback moth pressure are causing damage and reducing supplies in California and Mexico. Strong demand for East Coast stocks will keep markets up through October. MFC Broccoli Crowns are available; Markon Best Available (MBA) may be substituted if supplies do not meet Markon specifications.



cantaloupe

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

Markets are rising; the San Joaquin Valley season is winding down. Growers will move to the Arizona-California desert in mid-October. Quality is very good; although some fruit is exhibiting external scarring, seed cavities are tight and sugar levels are high. MFC Cantaloupe Melons are available.



cauliflower

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

Prices continue to climb as supplies tighten and quality challenges persist. Elevated Diamondback moth activity, combined with recent heat and humidity, is reducing yields and impacting overall quality. ESS Cauliflower is available.



celery

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

The market is low; volume is high in both growing regions. Quality is excellent. MFC Celery is available.



chile peppers

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

Although summer harvests in most California and Mexican regions are winding down, the Michoacán area is shipping enough supplies to meet current demand. California growers will move to Oxnard and the desert regions for the fall. Mexican production will transition north soon. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

West Coast markets are level; supply is meeting demand. East Coast growers are shipping from North Carolina and Georgia. Quality is very good; product is firm with smooth skins and refreshing flavor. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; domestic yields are ample. Quality is very good; sugar levels range from 12 to 14% Brix. MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes are available.

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green leaf

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

California markets will continue rising through next week. Disease pressure, including Necrotic Spot Virus (INSV) and Sclerotinia, persists. Growers will start to transition to Huron, California in mid-to late October. MFC Green Leaf Lettuce is sporadic; MBA will be substituted when necessary.



honeydew

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

Prices are inching up; the San Joaquin Valley season is winding down. Growers will transition to the Arizona-California desert in mid-October. Quality is very good; although some fruit is exhibiting external scarring, seed cavities are tight and sugar levels are high. MFC Honeydew Melons are available.



iceberg

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

Due to the recent heat and the presence of INSV in the Salinas and Santa Maria Valleys, many growers have lost as much as 20% of their yields. Strong processor demand is further fueling this market. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Prices are elevated due to limited supplies and strong demand across all production regions. Market will hold firm until volume increases with new crop harvests in a few weeks. MFC and ESS Lemons are available.



limes

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

The market is climbing; supplies are tightening. Small sizes, 230- to 250-count limes, are becoming a higher proportion of total volume and exhibiting better external appearance. Large sizes are diminishing. Quality ranges from good to very good; potential issue include stylar-end breakdown, discoloration, and oil spotting. MFC and ESS Limes are available.



onions

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

Prices are stable. Fresh-run MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah. Colossal and super colossal supplies are limited but will become more plentiful through the month. The storage season will begin in early October.



oranges

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

Markets are high. Domestic Valencia and imported supplies are exhibiting cosmetic defects such as puffiness and off color; internal quality is not being affected. Growers are actively sorting supplies and shipping the best quality fruit. The industry will switch from the Valencia variety to Navels in late October/early November. MFC Valencia Oranges are available.



pears

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

Prices are level. MFC Bartlett Pears are available from California and the Pacific Northwest; the Anjou season is getting underway this week. The California season will wrap up in late September/early October.

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pineapples

The market is stable; supply is meeting demand. Quality is very good; sugar levels are approximately 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are up a bit. Supplies are snug due to recent heat; red cell, and bleeding are quality issues. The Mexican season has begun, but volume levels are approximately two weeks away.

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



red/yellow potatoes

Prices are stable. Stocks are becoming plentiful with multiple growing regions in production. MFC Red and Yellow Potatoes are available.

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



romaine

California markets will continue rising through next week. Disease pressure, including INSV and Sclerotinia, persists. Growers will start to transition to Huron, California in mid- to late October. MFC Romaine Lettuce is sporadic; MBA will be substituted when necessary.

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



potatoes

The storage season has ended; new crop supplies are being shipped. Markets for large sizes (40- through 70-count potatoes) and No. 2 grade stocks are higher than for smaller sizes. MFC Potatoes are available from Idaho and Washington.

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



salads & blends

Prices are level; Salinas Valley supply is meeting demand. The region is experiencing INSV and Sclerotinia, reducing yields. Growers are sorting for the best quality for Markon packs.

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

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spring mix

The market is steady; supplies are sufficient. Growers will move to Arizona for fall and winter in a few weeks. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are starting to inch down. East Coast stocks are increasing in North Carolina and Georgia. West Coast squash is recovering from last week's tight supplies as the San Joaquin Valley season is underway. MFC Zucchini and Yellow Squash are available.

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



stone fruit

California markets are level. Peaches will ship through mid-October. The plum season will run through late September; the nectarine season is over for the year. Quality is very good; sugar levels range from 11 to 14% Brix.

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



strawberries

Prices are elevated as demand exceeds available volume. Abnormally high temperatures across California growing regions will create quality challenges in the weeks ahead. MFC Strawberries are available; packer label will be substituted as necessary.

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



tomatoes

California markets are level; large and extra-large sizes are most abundant. Quality is very good; gold flecking is an occasional cosmetic issue. Most Roma tomato orders are shipping from Baja and Central Mexico. East Coast prices may dip later in the week; growers have restarted production in Virginia, increasing yields. MFC Tomatoes are available.

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



watermelon

Prices are stable; yields are average. Quality is very good; sugar levels measure over 10% Brix.

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



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

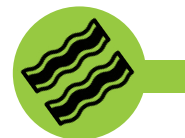
What's your favorite way to use RSS Baby Broccoli Broccolini® on the menu?

A

I love this product because it's more flavorful than regular broccoli, with a sweeter taste and a great source of dietary fiber, protein, and vitamins.



Use raw or cooked, as a stand-alone side dish or an ingredient in any number of recipes including salads, rice bowls, pizza, pasta, stir-fries, and curries.



Perfect as an ingredient in almost any dish or serve blanched as a unique crudité for global dips.

TIPS FOR SERVING RSS BROCCOLINI[®] BABY BROCCOLI



- 1.** Coat with buttermilk and panko breadcrumbs; fry until crisp and serve with wasabi dipping sauce.
- 2.** Wrap in thinly sliced pancetta; grill until meat is crisp and stalks are tender.
- 3.** Pickle and serve with burgers, sandwiches, and BBQ.

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.

Grilled Pork Loin with Broccolini® Baby Broccoli

Colorful with the charred flavors of the grill, this lean pork dish is made healthier by earthy broccolini, grassy green beans, and fiery Thai butternut purée.

- | | |
|---------|---|
| 2 T | Olive oil |
| 4/6-oz. | Pork loin slices |
| | Salt and pepper, to taste |
| 1 lb. | RSS Broccolini® Baby Broccoli, steamed |
| 1/2 lb. | RSS Green Beans, steamed |
| 8 | Red potatoes, boiled and cut into halves |
| 1 C | Thai Butternut squash soup |
| | Microgreens and edible flowers, for garnish |

Rub pork loin slices with enough olive oil to just coat; season with salt and pepper. Heat the grill to high heat. Add meat, searing on one side until a brown crust forms. Flip and continue cooking until medium-rare. Set aside to let the meat rest.

Toss broccolini, green beans, and potatoes with remaining oil and grill until charred. Decoratively swirl 1/4 cup of Thai Butternut puree on each serving plate. Top with four potato halves, then layer with equal portions of broccolini, sliced pork loin, and green beans. Garnish with microgreens and edible flowers; serve.

These hand-held broccolini bruschetta are easy to make, ideal starters at catered events or cocktail hours.

