



FRESH CROP REPORT

WEEK OF SEPTEMBER 27, 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

ASPARAGUS

Supplies remain extremely limited as production in both Mexico and Peru continues to fall short of demand. Sizing continues to skew heavily towards smaller spears; jumbo and extra-large sizes are especially tight. Expect significantly higher pricing, limited substitutions, and ongoing size restrictions into early 2027.

BELL PEPPERS

Expect steady green bell markets over the next week, followed by upward pressure heading into October. Red bell prices will remain steady to slightly higher over the next two weeks.

HURRICANE POLO

Mexican avocados and limes are the primary items that Markon is monitoring; chiles, cucumbers, squash, and tomatoes could see potential impacts later in the week, depending on how much rain falls from Hurricane Polo.



PEARS

- The California pear season is expected to end by mid-October.
- New crop Washington Bartlett supplies are available.

GREEN LEAF, ICEBEG, & ROMAINE

- The iceberg market continues to escalate.
- Green leaf and romaine prices are inching up as well.

STRAWBERRIES

- Prices have declined due to weak demand, creating a softer market with plentiful availability.
- California growers are shifting from the Salinas/Watsonville region, where quality ranges from fair to average, to Oxnard for the fall season.

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apples

New crop Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious apples are shipping out of the Pacific Northwest; yields 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 extremely limited as production in both Mexico and Peru continues to fall short of demand. Sizing continues to skew heavily towards smaller spears; jumbo and extra-large sizes are especially tight. Expect significantly higher pricing, limited substitutions, and ongoing size restrictions into early 2027. MFC Asparagus is limited; packer label is being shipped as necessary.

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



avocados

Markets are level; stocks are plentiful. Quality is very good. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

Expect steady green bell prices over the next week, followed by upward pressure heading into October. Red bell markets will remain steady to slightly higher over the next two weeks. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are up a bit. Although the California season only has two to three weeks remaining, new crop Mexican volume has increased enough to prevent significant price jumps. Quality is very good; berries are plump and sweet.

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



blueberries

High prices persist; demand exceeds supply. The Pacific Northwest season has ended; new crop berries are shipping from Mexico and Peru. Quality ranges from good to very good.

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

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broccoli

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

Markets continue to rise. East Coast will follow the price trajectory due to strong demand. 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	///	*****	\$\$\$

Although the San Joaquin Valley season is wrapping up, prices are comparable to last week's levels. 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	///	*****	\$\$\$

West Coast supplies are snug and quality challenges persist; weak demand has eased markets in all regions. Diamondback moth is prevalent in California; discoloration and sizing are also issues. ESS Cauliflower is available.



celery

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

Weak prices persist; yields are abundant in both regions. Quality is excellent. MFC Celery is available.



chile peppers

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

The market is up slightly; the California season is winding down. Overall supplies are sufficient, yet Shishitos and Pasillas are a bit tighter. Large sizes dominate Jalapeno stocks. Quality is very good; odd shape and scarring are occasional issues. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

West Coast volume is down a bit in Baja; prices are starting to inch up. Rain from Hurricane Polo may cause further damage in Mexico; inspectors are monitoring the storm and its effects. East Coast markets are stable; stocks are adequate in 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	///	*****	\$\$\$

Weak markets persist; domestic supplies are abundant. 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	///	*****	\$\$\$

Prices are up. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are found in many lots. MFC Premium Green Leaf Lettuce is available; Markon Best Available (MBA) is being substituted as needed due to low weights.



honeydew

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

Although the San Joaquin Valley season is wrapping up, markets are comparable to last week's levels. 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	///	*****	\$\$\$

Prices continue to escalate. Disease pressure, including INSV and Sclerotinia, persists; percentages of impacted heads vary from lot to lot. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Markets are easing. New crop domestic harvests are starting in the D3 region of Arizona- California/Arizona this week; supplies are increasing, especially 75- to 95-count sizes. MFC and ESS Lemons are available.



limes

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

Prices are up; Mexican stocks are snug. Small sizes, 230- to 250-count supplies, are becoming more plentiful. Large sizes are tightening. Quality ranges from good to very good; potential issues include stylar-end breakdown, discoloration, and oil spotting. MFC and ESS Limes are available.



onions

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

The market is steady. Fresh-run MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah. Harvesting will wrap up by mid-October, pending weather; the industry will then switch into full storage shipments.



oranges

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

Prices remain elevated. Late-season 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. MFC Valencia Oranges are available.



pears

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

The California pear season is expected to end by mid-October. New crop Washington Bartlett supplies are available. Light production of the D'Anjou variety is underway; yields will increase by mid-October.

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pineapples

Prices are unchanged; stocks are sufficient in Costa Rica. Quality is very good; sugar levels are approximately 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is fairly level despite low volume. Quality is average; red cells and bleeding are occasional problems. The Mexican season is underway; supply should meet demand by early October.

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



red/yellow potatoes

The market is steady. Supplies are ample as multiple growing regions are shipping orders. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are up. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are found in many lots. MFC Premium Romaine Lettuce is available; Markon Best Available (MBA) is being substituted as needed due to low weights.

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



potatoes

New crop Norkotah supplies are now available. Expect higher prices for large sizes (40- through 70-count potatoes) and No. 2 grade stocks. Harvesting will finish by mid- to late October; growers will ship from storage for the rest of the season. MFC Potatoes are available from Idaho and Washington.

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



salads & blends

Markets are stable, and Salinas Valley supply is meeting demand. Disease pressure, including INSV and Sclerotinia, persists; the percentages of impacted heads varies from lot to lot. Growers are sorting for the best quality for Markon packs.

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

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spring mix

Salinas Valley supplies are feeling the effects of recent heat as the season winds down; increased bolting and yellowing issues are being sorted out of finished packs. Growers will move to the Yuma, Arizona region for the fall season in a few weeks. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market is level. East Coast harvesting is increasing in Georgia. The Midwest season will wrap up in 10 days. California yields are snug, especially yellow squash. Mexico's zucchini season is getting underway in Sonora; yellow squash production will follow over the next 10 days. Quality ranges from average to very good. MFC Zucchini and Yellow Squash are available.

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



stone fruit

Prices will remain steady as the California season ends but will increase once offshore fruit begins shipping. Peaches will ship through mid-October. The plum season is ending this week; the nectarine season is over for the year. Quality is good; sugar levels range from 11 to 14% Brix.

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



strawberries

Markets have declined due to weak demand; supplies are abundant. California growers are shifting from the Salinas/Watsonville region, where quality ranges from fair to average, to better quality in Oxnard for the fall season. MFC Strawberries are available.

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



tomatoes

Prices are fairly stable. East Coast supplies are increasing in Virginia. Growers will move into Georgia and Florida's panhandle over the next few weeks. California's round tomato volume is a bit lower than last week; the season is winding down. Quality has been mixed; size range is tightening, as is normal at this time of year. Mexican yields are low in both Baja and Central Mexico, but new crop production will start later this month, increasing overall stocks. Quality ranges from fair to good. MFC Tomatoes are available.

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



watermelon

Markets are climbing. Cooler weather in multiple summer growing regions is bringing an end to harvests and lowering overall volume. Growers will move to the Southeast over the next few weeks. 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

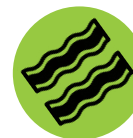
Fall and winter salads incorporate more grains and hearty vegetables. What are your favorite flavor combinations for this time of year?

A

Markon offers several time-saving, delicious salad blends that work for the colder seasons. Less prep, more time to get creative with toppings! My favorite is RSS Harvest Crisp Blend. I like to pair it with ingredient partners like apples, pears, garlic, avocados, tomatoes, eggs, goat cheese, couscous, or chickpeas.



Mix it with mayonnaise or creamy dressing to create a brain-boosting coleslaw.



It makes a quick, easy side dish when sautéed with garlic and a squeeze of lemon.

TIPS FOR SERVING MFC BELL PEPPERS



- 1.** Stuff green bell pepper halves with grain- and pasta-based salads for quick and easy vegetarian mains.
- 2.** Fire-roast red bell peppers and serve on premium sandwiches, tacos, and burgers, or chop into salsa.
- 3.** Add raw bell pepper slices to green salads, charcuterie platters, hummus plates, and wellness rice bowls.

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.

Israeli Couscous-Stuffed Bell Peppers

Whether served hot or cold, this hearty vegan dish makes a great lunch entrée or dinner side.

1/4 C	Olive oil
4	MFC Green Bell Peppers, halved
3 C	Israeli couscous, cooked
1 C	Wild rice, cooked
1 C	MFC Mushrooms, sautéed and chopped
2 T	MFC Italian Parsley, chopped
1/4 C	Cranberry raisins, chopped
1 tsp.	Kosher salt
1/4 tsp.	Black pepper
1/4 C	Balsamic vinaigrette

Preheat oven to 375°F. Rub oil over bell peppers; place on baking sheet face down. Roast until tender, for approximately 20 minutes.

In a large mixing bowl, combine couscous, wild rice, sautéed mushrooms, parsley, cranberry raisins, salt, pepper, and vinaigrette. Toss to combine. Fill each pepper half with couscous mixture and serve.

Top crunchy crostini rounds with smoked salmon, shaved cucumber, and finely minced red bell peppers; top with baby dill and remoulade sauce.

