



FRESH CROP REPORT

WEEK OF OCTOBER 4, 2026

**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

HURRICANE DAMAGE

Destructive winds, flash flooding, mudslides, storm surge, and high surf resulting from Hurricane Polo may cause disruptions and quality problems in crops in Baja and Sonora, Mexico. Growers are keeping a sharp watch on asparagus, chiles, cucumbers, green onions, squash, tomatoes, and other crops this week.

ORANGES

Prices are elevated. Availability is tight for both imported and domestic oranges as both seasons wind down through mid-October. Quality is a major concern throughout the industry, with imported fruit continuing to outperform domestic supplies. To maintain the best available quality, Cara Cara oranges are being substituted for offshore Navels.

TOMATOES

East Coast production is increasing in Virginia. West Coast supplies remain moderate as California growers transition south. New crop Mexican supplies will start shipping in October.

MFC MANDARINS

- Markon is excited to introduce its year-round MFC Mandarin brand program, giving members consistent access to premium-quality, Markon-brand Mandarins year-round.
- This program reinforces Markon's commitment to quality and supply continuity by delivering a recognizable brand backed by industry-leading food safety standards.

CUCUMBERS

- Markets are increasing as production in the Northeast and Midwest ends and Mexican growers transition to new regions in October.
- East Coast production is focused in Georgia.

BROCCOLI

- Prices are expected to climb as California growers contend with elevated Diamondback moth (DBM) pressure, increasing pin rot incidence, and declining yields from late-season fields.
- Mexican and East Coast production is supplementing when needed.

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apples

Prices are stable. New crop Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious apples are now available from the Pacific Northwest; supplies are increasing. Quality is very good; sugar levels range from 15 to 18% Brix.

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



asparagus

The market is expected to remain elevated into early 2027. Damage from Hurricane Polo is further tightening stocks in Baja, Mexico. Size is dominated by small spears; jumbo and extra-large sizes are scarce. MFC Asparagus is limited; packer label is being shipped as needed.

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



avocados

Prices are unchanged; yields are high. 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 green bell market is starting to climb; supplies are tightening while growers move to new production areas. Red bell should hold steady for another week or two. Quality is very good. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices range from level to slightly higher. The California season will end in a week or two, but new crop Mexican supplies are meeting demand. Quality is very good; berries are plump and sweet.

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



blueberries

The market is up. The Pacific Northwest summer season has ended. Although new crop berries are shipping from Mexico and Peru, yields are low. 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	///	*****	\$\$\$

Prices are climbing as California growers contend with elevated Diamondback moth (DBM) pressure, increasing pin rot incidence, and declining yields from late-season fields. Mexican and East Coast production is supplementing when needed. 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 steady; the San Joaquin Valley season is ending. Growers will transition to the Arizona-California desert region in mid-October. Quality is 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	///	*****	\$\$\$

Although West Coast yields have declined due to late-season quality challenges; prices have dipped. Diamondback moth is a significant problem in California; discoloration and size availability are also issues. ESS Cauliflower is available.



celery

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

Markets are low; supplies are ample in both regions. Quality is excellent. MFC Celery is available.



chile peppers

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

Although the California season is wrapping up, prices are holding fairly steady. Most varieties are meeting demand, but Shishitos and Pasillas are snug. Large sizes dominate Jalapeno stocks. Quality is very good; odd shape and scarring are minor problems. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Markets are increasing as production in the Northeast and Midwest ends and Mexican growers transition to new regions in October. Rain from Hurricane Polo may cause further damage in Mexico; inspectors are monitoring the damage. East Coast production is focused in 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 fruit is plentiful. 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	///	*****	\$\$\$

Elevated prices are anticipated through the end of the Salinas Valley season in mid-November. 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	///	*****	\$\$\$

Prices are steady; the San Joaquin Valley season is ending. Growers will transition to the Arizona-California desert region in mid-October. Quality is 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	///	*****	\$\$\$

The market continues to climb. Disease pressure, including INSV and Sclerotinia, is a significant issue throughout the industry. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Prices are inching down. New crop domestic production is underway in the D3 region of Arizona- California/Arizona; volume is rising, especially 75- to 95-count sizes. MFC and ESS Lemons are available.



limes

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

Markets are up slightly. Although small sizes, 230- to 250-count supplies, are increasing, large fruit remains limited. Quality ranges from good to very good; potential problems include styler-end breakdown, discoloration, and oil spotting. MFC and ESS Limes are available.



onions

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

Prices are stable. Fresh-run MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah. Fresh-run harvests will wrap up by mid-October, pending weather; the industry will then ship storage supplies.



oranges

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

High markets persist. 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. To maintain the best available quality, Cara Cara oranges are being substituted for offshore Navels. MFC Valencia Oranges are available.



pears

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

California pears will ship through mid-October. New crop Washington Bartlett supplies are now on the market. The D'Anjou season has also begun; volume will increase by mid-October.

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pineapples

The market is steady; adequate supply levels are shipping out of 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

Prices have stabilized. Mexican supplies will increase though October. Quality is good; red cells and bleeding are occasional problems.

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



red/yellow potatoes

Prices are level. Yields are high as multiple growing regions are shipping orders. MFC Red and Yellow Potatoes are available.

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



romaine

Elevated markets are anticipated through the end of the Salinas Valley season in mid-November. 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 stocks are on the market. Markets for large sizes (40- through 70-count potatoes) and No. 2 grade stocks are elevated. Harvests will wrap up 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

Disease pressure, including INSV and Sclerotinia, will remain a significant issue until the industry makes its seasonal transition to the Arizona-California desert region. Growers are sorting for the best quality for Markon packs.

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

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spring mix

The Salinas Valley season is winding down; bolting and yellowing are report quality problems being sorted out of finished packs. Growers will move to the Arizona-California desert region for the fall season. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are up a bit, particularly for yellow squash. Supplies are tight but will increase over the next 10 days. New crop stocks are increasing in Georgia. The Midwest season will wind down over the next week. California growers will transition harvests to Mexico over the next month. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The California season is ending. Peaches will ship through mid-October. The domestic plum and nectarine season have ended for this year. Offshore fruit will start shipping in the new year.

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



strawberries

Prices are holding fairly steady; demand is weak. California growers are moving harvests 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

Markets range from steady to slightly lower this week. East Coast production is increasing in Virginia. West Coast supplies remain moderate as California growers transition south. New crop Mexican supplies will start shipping in October. MFC Tomatoes are available.

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



watermelon

Elevated prices persist; yields are falling as summer seasons end across the U.S. 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
DAVID EVANS
MARKON MEMBER CHEF

Q

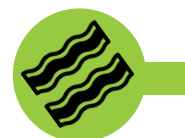
Pears are a subtly flavored fruit that pair well with savory fall dishes. What are some of your favorites?

A

I really enjoy pears with duck or pork, specifically confit duck with pear, fennel, and brie or pear, prosciutto, and blue cheese with basil pesto on pizzas.



The mild sweetness and toothsome texture of pears work well with leafy, bitter greens like arugula and spinach, as well as delicate mache and spring mix, and are excellent paired with sharp cheeses and crunchy nuts.



Bake them with chicken, roast with pork, wrap with salty Serrano ham, stuff in winter squashes...even sprinkle them on pizzas.

TIPS FOR SERVING MFC PEARS



- 1.** Poaching or baking pears with flavors like vanilla, cinnamon, and wine adds flavor while maintaining their natural goodness. Other complementary food partners include balsamic vinegar, blue cheese, cream, dark chocolate, and ginger.
- 2.** They make excellent breakfast additions; roast and add to granola, pancake/waffle batters, and muffin mixes.
- 3.** Create elegant desserts with roasted pears; great partners include almonds, cranberries, custard sauce, chocolate ganache, vanilla bean, and whipped cream.

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.

Upside-Down Gingerbread-Pear Torte

Perfect for the holidays, this cake marries the spicy flavors of gingerbread with the sweetness of pears.

- | | |
|----------|--|
| 1 | Box gingerbread mix |
| 2 | MFC D'Anjou Pears, sliced into 1/2-inch thick wedges |
| 1/4 C | Dark corn syrup |
| 1/4 C | Dark brown sugar |
| 1 tsp. | Vanilla extract |
| 1/2 tsp. | Cinnamon |

Prepare gingerbread batter as directed; set aside.

In a small saucepan, bring brown sugar and corn syrup to a simmer. Add pears and remove from heat. Pour sugar mixture into the bottom of a buttered 9" round baking pan. Fan the pears around the pan as shown in the picture. Pour gingerbread mix over sugar/pear mixture and bake as directed on the box. Remove from oven once the cake is cooked thoroughly, and let cool.

NOTE: Do not remove cake from pan until it has cooled completely. Sugar mixture needs to harden for correct presentation.

Top this spicy shrimp curry with the sweet, and tangy flavors of pear-tamarind chutney.

