



FRESH CROP REPORT

WEEK OF OCTOBER 11, 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

CALIFORNIA STRAWBERRIES

After a period of mild temperatures, a warming trend is forecast. The prolonged heat is expected to accelerate fruit maturity and increase quality concerns, including overripening, bruising, and misshapen fruit, which may impact pack-outs, shelf life, and overall fruit quality moving into next week.

ORANGES

The California Valencia season is ending. The California Navel season will start on a limited basis next week. Prices for small-size fruit (113- to 138-count oranges) will ease in late October.

CANTALOUPE & HONEYDEW

As San Joaquin Valley supplies tighten, markets will inch up until additional volume becomes available in the Arizona-California desert region in mid-October.

APPLES

- New crop Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious apples are now available from the Pacific Northwest.
- Prices are stable; supplies are increasing.

POTATOES

- New crop harvests continue in Idaho, Washington, Colorado, and Wisconsin.
- Prices for larger 40-through 70-count sizes remain elevated.

GRAPEFRUIT

- Supplies are expected to remain extremely limited over the coming weeks, as demand continues to outpace available volume.
- Market conditions are not expected to improve until new production from Mexico, South Texas, and California's Central Valley begins entering the market in mid- to late October.

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apples

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

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



asparagus

Prices are slightly lower. Hot weather followed by rain aided growth, but Baja continues to contend with the aftereffects of Hurricane Polo. MFC Asparagus is limited; packer label is being shipped as needed.

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



avocados

The market is stable; 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

West Coast green bell prices will inch up over the next few weeks; growers are moving to the Arizona-California desert over the next 7-10 days. Red bell markets are holding steady. East Coast supplies will increase as the South Carolina and Georgia seasons get underway. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are level. Although the California season is ending, new crop Mexican volume is climbing. Quality is very good; berries are plump and sweet.

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



blueberries

Prices are high. New crop berries are shipping from Mexico and Peru, but supplies remain limited. Quality ranges from good to very good.

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

FRESH CROP REPORT



broccoli

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

Markets continue to rise; quality issues are increasing, especially Diamondback moth (DBM) pressure and pin rot. Mexican and East Coast production is supplementing as necessary until West Coast growers move south. 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	///	*****	\$\$\$

As San Joaquin Valley supplies tighten, prices will inch up until additional volume becomes available in the Arizona-California desert region later in the month. MFC Cantaloupe Melons are available.



cauliflower

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

Weak demand is keeping West Coast markets stable despite tight supplies. Diamondback moth is a significant late-season problem; discoloration and size availability are also problems reducing volume. ESS Cauliflower is available.



celery

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

Prices are inching up, as the Michigan season is ending, shifting demand to the West Coast. California quality is excellent. MFC Celery is available.



chile peppers

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

Anaheim and Jalapeno markets are holding steady, while markets for Habaneros are easing. Tomatillo prices are up. 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	///	*****	\$\$\$

Prices are level. East Coast stocks are ample out of Georgia and North Carolina. West Coast supplies are moderate. Baja crops were spared from any Hurricane Polo damage, but new crop Sonoran volume has fallen due to excessive rain. 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.

FRESH CROP REPORT



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

Prices are high. West Coast growers will move from the Salinas Valley to Huron in mid-October, then transition to the Yuma, Arizona region with the rest of the industry in mid-November. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are problems. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed due to low weights.



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

As San Joaquin Valley supplies tighten, markets will inch up until additional volume becomes available in the Arizona-California desert region later in the month. MFC Honeydew Melons are available.



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

Elevated prices persist. INSV and sclerotinia are reducing yields and quality throughout the industry. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



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

The market is fairly steady. New crop domestic supplies are increasing in the D3 region of Arizona-California desert, especially 75- to 95-count sizes. MFC and ESS Lemons are available.



limes

Prices are starting to ease; 230- to 250-count supplies are increasing. Quality ranges from good to very good; potential problems include stylar-end breakdown, discoloration, and oil spotting. MFC and ESS Limes are available.

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



onions

The market is unchanged. Fresh-run MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah. Fresh-run harvests will end in a week or two; the industry will then ship storage supplies.

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



oranges

Prices for small-size fruit (113- to 138-count oranges) will ease in late October. The California Valencia season is ending. The California Navel season will start on a limited basis next week. MFC Valencia Oranges are available.

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



pears

The California pears will end this week. New crop Washington Bartlett and D'Anjou fruit is being shipped. MFC Pears are available.

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

FRESH CROP REPORT



pineapples

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

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



red/yellow potatoes

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

The market is level; supplies are plentiful in most regions. The Minnesota season will end this week. MFC Red and Yellow Potatoes are available.



potatoes

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

Prices are stable. Growers are filling storage facilities and expected to finish harvesting over the next two to three weeks. Expect higher markets for large potatoes (40- to 70-count sizes) as they are limited. MFC Potatoes are available from Idaho and Washington.



raspberries

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

The market is level. Mexican volume is climbing. Quality is improving; berries are sweet, plump, and bright red.



romaine

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

Prices are high. West Coast growers will move from the Salinas Valley to Huron in mid-October, then transition to the Yuma, Arizona region with the rest of the industry in mid-November. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are problems. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed due to low weights.



salads & blends

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

INSV and sclerotinia are significant industry issues as the Salinas Valley season winds down. Growers will make the seasonal transition to the Arizona-California desert region in mid-November. Growers are sorting for the best quality for Markon packs.

FRESH CROP REPORT



spring mix

Prices are stable. The Salinas Valley season will run through mid-November; bolting and yellowing are quality problems being sorted out of finished packs. Growers will move to the Arizona-California desert region for the winter and spring seasons. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Overall markets are steady. Georgia rain tightened East Coast supplies a bit, but crops should rebound this week. California stocks are sufficient. Mexican fields were largely spared from Hurricane Polo damage. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The California nectarine and peach seasons have ended. Plum shipments will finish this week. Offshore fruit will start shipping in the new year.

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



strawberries

The market is rising. After a period of mild temperatures, a warming trend is forecast. The prolonged heat is expected to accelerate fruit maturity and increase quality concerns, including overripening, bruising, and misshapen fruit, which may impact pack-outs, shelf life, and overall fruit quality moving into next week. MFC Strawberries are available.

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



tomatoes

October is expected to be a challenging month; all varieties are tightening. Grape and cherry tomatoes are expected to be the shortest, followed closely by Romas, then rounds. East Coast stocks should increase in approximately 10 days, but West Coast volume will remain fairly low. MFC Tomatoes are available.

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



watermelon

Markets are up. Growers have transitioned to the Southeast; volume is low. 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

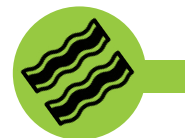
Apples are a true sign of fall food. Salads, sides, desserts, and beverages...they work across all day parts. How do you use apples on your menus?

A

I am a big fan of using apples in fall salads.



I like shaving apples into coleslaw variations with pecans and sherry vinaigrette or to complement BBQ meats.



A favorite dessert of mine is apple cobbler loaded with sultanas, dried apricots, rum, brown sugar, and granola topping.



TIPS FOR SERVING MFC APPLES



- 1.** Add crunch to sandwiches with thinly sliced apples for sweetness, texture, and fresh appeal.
- 2.** Pair apples with savory dishes like pork, poultry, grain bowls, and harvest salads for seasonal flavor.
- 3.** Use apples to create texture contrast in charcuterie boards, salads, and bowls alongside cheeses, nuts, and roasted vegetables.

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.

RSS Bistro Butter Blend Salad with Hot Honey Vinaigrette

With apples and fried shallots—perfect for fall seasonal menus!

¼ C	Avocado oil
1 clove	RSS Peeled Garlic
2 T	RSS Orange Juice
1 T	Dijon Mustard
1 T	Hot honey
1 tsp.	Kosher salt
¼ tsp.	Black pepper
16 oz.	RSS Bistro Butter Blend
2	MFC Fuji Apples, sliced thin
2	MFC Peeled Shallots, sliced thin and fried until crispy
4 oz.	Goat cheese, crumbled

Pulse first seven ingredients together in food processor until smooth. Hand-toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of Fuji apples, fried shallots, and goat cheese on top of RSS Bistro Butter Blend tossed in dressing and serve.

These beautiful gluten-free tarts are filled with citrus-vanilla custard and roasted rose apples.

