

MARKON®

FRESH CROP REPORT

WEEK OF OCTOBER 18, 2026

RSS

READY-SET-SERVE® by MARKON

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

MFC

MARKON FIRST CROP

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

ESS

MARKON ESSENTIALS

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

HIGHLIGHTS

BELL PEPPERS

Bell pepper supplies will increase over the next few weeks as Georgia production ramps up and Florida growers prepare to begin harvesting. California markets are active due to recent inclement weather.

CALIFORNIA RAIN EFFECTS

Recent and upcoming rain/wind events are expected to impact the front end of the Arizona-California desert growing season.

ASPARAGUS

Recent rainfall across key Mexican and Peruvian growing regions temporarily increased asparagus supplies and eased markets; however, overall availability remains extremely limited. Jumbo and extra-large sizes remain critically short, with ongoing weather pressures expected to keep supplies restricted through the year.



MARKON

PEARS

- Prices are steady. New crop Washington supplies are ample and quality is excellent.
- MFC Bartlett and D'Anjou Pears are being shipped.

POTATOES

- Potatoes will begin loading from storage over the next 7-10 days.
- Markets are expected to remain elevated for the next several weeks following reduced yields in both Idaho and Washington.

ONIONS

- New crop harvests are winding down with product rolling into long-term storage.
- The overall storage season is in good shape, with active demand keeping markets elevated but stable.

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apples

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

Prices are steady. New crop fruit is plentiful; growers are putting all varieties into controlled-atmosphere storage for the season. Washington Pink Lady supplies will hit the market this week, followed soon by Pink Lady and Honeycrisp supplies from Michigan. Golden Delicious supplies are forecast as tight out of Michigan this year. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Recent rainfall across key Mexican and Peruvian growing regions temporarily increased asparagus supplies and eased markets; however, overall availability remains extremely limited. Jumbo and extra-large sizes remain critically short, with ongoing weather pressures expected to keep supplies restricted through the year. MFC Asparagus is limited; packer label is being shipped as needed.



avocados

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

Prices are level; yields are high. Quality is very good. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

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

California markets are up due to recent inclement weather. Supplies will increase over the next few weeks as Georgia production ramps up and Florida growers prepare to begin harvesting. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are holding steady. The Watsonville, California season is ending, but new crop Mexican supplies are now available. Quality is very good; berries are plump and sweet.



blueberries

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

The market is inching up. Offshore shipments have been delayed; expect tight supplies for another two weeks or so. Quality ranges from good to very good.

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broccoli

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

Prices are easing. Recent California heat increased supplies; demand has fallen. East Coast and Mexican stocks are supplementing as necessary. MFC Broccoli Crowns are available; Markon Best Available (MBA) may be substituted if supplies do not meet Markon specifications.



cantaloupe

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

The market is steady despite the delay of production in the Arizona desert region. Rain postponed harvests, but volume will rise moving forward. Quality is good; sugar levels range from 12° to 14° Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are easing; demand is weak. California supplies have increased at the tail end of the Salinas season; Diamondback moth remains a significant late-season problem. Growers will move to the Arizona desert region in a few weeks. The Canadian and Maine seasons have ended; East Coast growers will harvest in Florida in the winter. ESS Cauliflower is available.



celery

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

Markets are rising. The Michigan season has ended, pushing demand to California. The Oxnard season will begin in mid-November, easing prices. Quality is excellent. MFC Celery is available.



chile peppers

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

Anaheim and Pasilla prices are falling, but the Jalapeño market is up. The Baja and California seasons are winding down. Yields are high out of Central Mexico, yet growers are keeping an eye on upcoming hurricanes. 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	///	*****	$$$
MEX	///	*****	$$$

The market is stable. East Coast production will move to Florida in two weeks. Baja harvests were canceled earlier this week due to muddy fields, but the Sonoran season is getting underway this week. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; domestic stocks 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	///	*****	$$$

Elevated markets persist. Many processors are substituting green leaf for iceberg in blends. The Huron season has begun. Growers will continue the seasonal transition to Yuma, Arizona with the rest of the industry in mid-November. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are late-season issues. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed due to low weights.



honeydew

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

Prices are up a bit. Production was delayed by rain in the Arizona desert region. Fruit is also shipping from Mexico. Quality is good; sugar levels range from 14° to 17° Brix. MFC Honeydew Melons are available.



iceberg

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

Markets are high. INSV and sclerotinia continue to negatively affect yields and quality throughout the industry. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Prices are level. New crop domestic stocks are ample in the D3 region of Arizona-California desert, especially 75- to 95-count sizes. MFC and ESS Lemons are available.



limes

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

The market is stable; 250-count fruit is abundant. Quality ranges from good to very good; storms later this week may cause problems, including stylar-end breakdown, discoloration, and oil spotting. MFC and ESS Limes are available.



onions

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

New crop harvests are winding down with product rolling into long-term storage. The overall storage season is in good shape, with active demand keeping prices fairly level. Fresh-run MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah.



oranges

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

Although still high, the market for small-size fruit (113- to 138-count oranges) will inch down in late October. The California Valencia season is ending. California Navels are starting to ship this week. MFC Oranges are available.



pears

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

Prices are steady. New crop Washington supplies are ample; quality is excellent. MFC Bartlett and D'Anjou Pears are being shipped.

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pineapples

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

The market is steady; supply is meeting demand 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	///	******	$$$
WA	///	******	$$$
WI	///	******	$$$

Prices are unchanged; stocks are increasing. MFC Red and Yellow Potatoes are available.



potatoes

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

New crop harvests are wrapping up in Colorado, Idaho, and Washington. Potatoes will begin loading from storage over the next 7-10 days. Markets are expected to remain elevated for the next several weeks following reduced yields in both Idaho and Washington. MFC Potatoes are available from Idaho and Washington.



raspberries

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

Prices are holding steady. The Watsonville, California season is ending, but new crop Mexican supplies are now available. Quality is very good; berries are plump and sweet.



romaine

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

Elevated markets persist; supplies are tight. The Huron season has begun. Growers will continue the seasonal transition to Yuma, Arizona with the rest of the industry in mid-November. Quality ranges from fair to good; insect pressure, internal burn, mildew, and seeder are late-season issues. 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 remain 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.

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spring mix

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

Markets are unchanged. The Salinas Valley season will run through mid-November; bolting and yellowing are issues being sorted out of finished packs. Growers will move to the Arizona-California desert region for the winter season in mid-November. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

East Coast prices are high. Supplies are limited as growers transition to South Georgia and Florida, but yields will increase as these seasons progress. Zucchini is especially tight. California stocks are sufficient; markets are fairly level. MFC Zucchini and Yellow Squash are available.



stone fruit

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

The California nectarine, peach, and plum seasons have ended. Offshore fruit will start shipping in the new year.



strawberries

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

California prices are up; heat in the Santa Maria and Watsonville regions is limiting harvests and causing quality issues. Mexican production is getting underway; supplies will increase. MFC Strawberries are available.



tomatoes

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

Supplies are extremely tight as regional seasons wind down and new districts get underway. Recent storms have disrupted autumn growing regions, causing prices to escalate. Expect low volume over the next four to six weeks. Elevated markets may persist through Thanksgiving or longer, depending on storm impacts and the pace of Florida production. MFC Tomatoes are available.



watermelon

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

High prices persist. Growers are on the move to the Southeast; supplies are limited. Quality is very good; sugar levels measure over 10° Brix.

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 What are your go-to salads for cooler weather?

A I suggest RSS Harvest Crisp Blend with roasted squash, pomegranate seeds, apples, and/or pears—all wonderful in fall salads.

It's an ideal bowl or salad base that can hold up to the heartiest ingredients and creamiest dressings without wilting.

I like to give it a quick sauté and add to omelets, stir-fries, hash browns, pasta dishes, and fried rice. Or make a quick-and-easy side dish when sautéed with garlic and a squeeze of lemon.

TIPS FOR SERVING RSS HARVEST CRISP BLEND



1. Works in a variety of cuisines, including California, Greek, Italian, Chinese, Indian, West African, Middle Eastern, and more!
2. Favorite ingredient partners include apples, pears, lemon, garlic, avocados, tomatoes, eggs, goat cheese, couscous, and chickpeas.
3. Mix with mayonnaise or creamy dressing to create a brain-boosting coleslaw.

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 Harvest Crisp Blend Street Taco Salad

All the flavor of craveable, on-trend street tacos in a healthy salad—this dish tops crunchy nutrient-dense vegetables with the authentic flavors of Mexico.

¼ C	Olive oil
1 tsp.	MFC Jalapeño Chile Pepper, minced
1 clove	RSS Peeled Garlic
2 T	RSS Lime Juice
1 tsp.	Mayonnaise
½ tsp.	Kosher salt
1/8 tsp.	Black pepper
16 oz.	RSS Harvest Crisp Blend
1 C	MFC Tomatoes, chopped
1 C	Corn, charred
¼ C	RSS Washed & Trimmed Cilantro, chopped
1 C	Carne asada, chopped
4	RSS Avocado Halves, sliced
1 C	Tortilla strips, fried

Whisk first seven ingredients together until emulsified. Hand-toss with RSS Harvest Crisp, tomatoes, corn, and cilantro.

Artfully arrange equal portions of carne asada, avocado, and tortilla strips on salad and serve.

Toss hearty RSS Harvest Crisp Blend with crunchy, tart apples and sweet grapes. This versatile salad works all year, but is especially ideal for fall and winter.