MARKON®

FRESH CROP REPORT

WEEK OF OCTOBER 25, 2026 - CANADIAN EDITION

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

LEMONS & ORANGES

California's San Joaquin Valley and Southern California citrus growing districts are forecast to receive a series of heavy rain events starting Wednesday, October 21 through Thursday, October 22. Expect harvesting delays and tight supplies.

STRAWBERRIES

Harvesting and shipping disruptions, including order delays and complete production cancellation, are possible depending on this week's California rain totals. Orders will be switched to Mexican berries when possible, for better quality. Prices will climb in both regions.

LETTUCES

Green leaf, iceberg, and romaine lettuce markets continue to escalate as severe disease pressure and adverse growing conditions are significantly reducing late-season Salinas Valley supplies. Quality is better in alternative growing areas, but weights are lower. The industry will move to the Arizona-California desert region over the next few weeks.

GRAPES

- The market is weak; domestic supplies are plentiful.
- Quality is very good; sugar levels are high.

POTATOES

- New crop harvests are finishing as growers transition to storage stocks.
- Markets are elevated.

CUCUMBERS

- Tightening supplies will push up East Coast markets into next week
- Expect steady prices in Mexico for the next two weeks as availability is improving.

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REGION	SUPPLIES	QUALITY	PRICE
CA, USA	///	*****	$$$
MI, USA	///	*****	$$$

apples

Markets are unchanged. New crop supplies are ample; growers are putting all varieties into controlled-atmosphere storage for the season. Pink Lady and Honeycrisp supplies are now shipping. Expect tight Golden Delicious stocks out of Michigan this year. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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

asparagus

Pricing is steady at slightly lower levels this week as excessive rain and heat increased Mexican stocks. Jumbo and extra-large sizes remain limited. MFC Asparagus is available; packer label is being shipped as needed.

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

avocados

The market is steady; volume is 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, USA	///	*****	$$$
CANADA	///	*****	$$$
EAST COAST	///	*****	$$$
MEX/AZ	///	*****	$$$

bell peppers green/red

Prices are starting to inch down. Although Georgia is experiencing some cold weather, supply levels shouldn't be affected. Better quality means choice-grade supplies are tight. MFC and ESS Green and Red Bell Peppers are available.

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

blackberries

The market is stable. The Watsonville, California season is nearly finished. New crop Mexican stocks are increasing week by week. Quality is very good; berries are plump and sweet.

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

blueberries

Prices are level. Offshore shipments have increased. The Mexican season is hitting its stride; supplies are increasing weekly. Quality ranges from good to very good.

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broccoli

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

Markets have fallen; demand is weak. California supplies are ample as recent heat aided growth. On the East Coast, the North Carolina season will begin next week. 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, USA	///	*****	$$$
CA, USA	///	*****	$$$

Prices are steady. California production has ended; growers are harvesting in the Arizona desert region. Supplies will increase week over week. Quality is average; infrequent scarring and bruising have been reported. Sugar levels range from 12° to 15° Brix. MFC Cantaloupe Melons are available.

cauliflower

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

Markets are low; demand has fallen. California stocks increased from a recent spurt of heat. Growers will move to the Arizona desert region in a few weeks. East Coast growers will harvest in Florida this winter. ESS Cauliflower is available.

celery

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

Prices are up. California supplies are adequate in Salinas and Santa Maria. Inspectors are monitoring this week's rain events. The Oxnard season will start in mid-November, easing prices. MFC Celery is available.

chile peppers

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

The market is unchanged. Supplies are limited out of Santa Maria, California and Baja, Mexico; these seasons are ending soon. Stocks are meeting demand in other regions. Jalapeno quality has improved. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.

cucumbers

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

East Coast prices will remain elevated for another week or so. Cold weather reduced volume in Georgia, but growers are starting harvests in Florida. Expect stable markets in Mexico; volume is rising. MFC and ESS Cucumbers are available.

grapes

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

The market is weak; domestic supplies remain 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, USA	///	*****	$$$

Prices continue to escalate as severe disease pressure and adverse growing conditions are significantly reducing late season Salinas Valley supplies. Quality is better in alternative growing areas, but weights are lower. The industry will move to the Arizona-California desert region over the next few weeks. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed due to low weights.

honeydew

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

Markets are steady. California production has ended; growers are harvesting in the Arizona desert region. Supplies will increase week over week. Quality is good; sugar levels range from 11° to 13° Brix. MFC Honeydew Melons are available.

iceberg

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

Prices are elevated. Late-season quality problems such as INSV and sclerotinia are reducing volume throughout the industry. The industry will move to the Arizona-California desert region over the next few weeks. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.

lemons

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

California's San Joaquin Valley and Southern California growing districts are forecast to receive a series of heavy rain events. Expect harvesting delays and tight supplies. MFC and ESS Lemons are available.

limes

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

Prices are unchanged; 230- to 250-count supplies are ample. Quality ranges from good to very good; stylar-end breakdown, discoloration, and oil spotting are potential issues caused by seasonal rains. MFC and ESS Limes are available.

onions

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

Markets are level. New crop harvests are nearly finished; growers are putting supplies into long-term storage for the year. Quality is very good and will continue improving in storage as the skins cure. MFC Onions are shipping out of Idaho, Oregon, Washington, and Utah.

oranges

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

Prices were expected to start inching down, but this week's rain will keep markets strong for a bit longer as growers cannot harvest when groves are wet. The California Navel season has begun. MFC Oranges are available.

pears

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

The market is stable. New crop Washington stocks are abundant; quality is excellent. MFC Bartlett and D'Anjou Pears are on the market.

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pineapples

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

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.

red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
ID, USA	///	*****	$$$
ND, USA	///	*****	$$$
WA, USA	///	*****	$$$
WI, USA	///	*****	$$$

The market is stable; storage supplies are at their highest levels with more to come once the Colorado season starts next week. MFC Red and Yellow Potatoes are available.

potatoes

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

Idaho prices are high, but markets have stabilized in Colorado, Ohio, Washington, and Wisconsin. Demand is strong for large sizes as they are tight. Possible quality problems include skinning, white residue on the surface, and wetness, but as storage season progresses these will diminish. MFC Potatoes are available from Idaho and Washington.

raspberries

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

The market is stable. The Watsonville, California season is nearly finished. New crop Mexican stocks are increasing week by week. Quality is very good; berries are plump and sweet.

romaine

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

Prices remain elevated as severe disease pressure and adverse growing conditions are significantly reducing late season Salinas Valley supplies. Quality is better in alternative growing areas, but weights are lower. The industry will move to the Arizona-California desert region over the next few weeks. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed due to low weights.

salads & blends

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

Expect industry-wide quality problems such as INSV and sclerotinia to remain significant until growers have fully transitioned from the Salinas Valley to the Arizona-California desert region in mid-November. Growers are sorting for the best quality in Markon packs.

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spring mix

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

The Salinas Valley season is winding down; 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, USA	///	*****	$$$
EAST COAST	///	*****	$$$
MEX	///	*****	$$$

East Coast and Mexican markets are falling; both yellow squash and zucchini stocks are increasing. The Florida season is getting underway. California supplies are adequate. MFC Zucchini and Yellow Squash are available.

stone fruit

REGION	SUPPLIES	QUALITY	PRICE
-	///	*****	$$$

Domestic nectarines, peaches, and plums are done for the season. Offshore fruit will start shipping in the new year.

strawberries

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

Markets are up. Harvesting and shipping disruptions, including order delays and complete production cancellation are possible depending on this week's California rain totals. Orders will be switched to Mexican berries when possible for better quality. Markets will climb in both regions. MFC Strawberries are available.

tomatoes

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

Elevated prices are forecast for the foreseeable future. Multiple East Coast storms affected young plantings and existing crops. Expect low volume over the next five weeks. MFC Tomatoes are available.

watermelon

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

The market is high; supplies are limited as growers are transitioning to Florida. 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 Onions are used in nearly every type of cuisine and savory day part. What's your favorite way to highlight their pungent flavor?

A All RSS Onions save prep time and money on waste disposal, making them a regular in my kitchens.

RSS Onions are fantastic for just getting the job done! This product helps you get straight to the joy of cooking.

Prepping bulk mirepoix for soups and stocks allows chefs to bang out a large batch of fall French onion soup.

TIPS FOR SERVING RSS TRIMMED GREEN BEANS

1. Dredge RSS Trimmed Green Beans in an egg bath and panko breadcrumbs; deep fry and serve with multiple dipping sauces.
2. Add RSS Trimmed Green Beans to creamy, cheesy potato gratins; add a bit of grated fresh horseradish to balance flavors.
3. Wrap RSS Trimmed Green Beans in thinly sliced pancetta; grill until meat is crisp and beans are tender, then serve with beef or poultry.

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.

Salmon with Spring Vegetables and Pressed Juice

Bright flavors and bold colors make this seared fish dish a standout on any health-focused, sophisticated menu.

24 oz.	Wild salmon, skin-on and cut into four equal portions
2 T	Oil
	Salt and freshly cracked black pepper, to taste
1/2 C	MFC Asparagus, tips only, blanched
1/4 C	Peas, blanched
1/4 C	RSS Italian Parsley
1 tsp.	Cornstarch or arrowroot
1/4 C	Fish stock
3/4 C	Freshly pressed green juice (made with celery, cucumber, parsley, and kale)
2 T	Micro wasabi arugula (or any microgreens)

Rub each salmon piece with oil; season with salt and pepper. Heat a large skillet. When hot, put in salmon, skin side up. Cook for three minutes. Flip each fillet and cook for two more minutes or until skin is crisp. Remove from pan and reserve oil. In a mixing bowl, combine asparagus, peas, Italian parsley, and the remaining oil from the fish pan. Season with salt and pepper. Stir cornstarch into fish stock. Combine this mixture with green juice. Heat liquid, quickly bringing it to a boil (the longer you cook this, the more the color will fade); you just want to thicken the sauce slightly. Serve fish with drizzled green sauce. Arrange green vegetable mixture on each fillet. Garnish with micro wasabi arugula.

Give cranberries tang and zest with blood oranges and fresh fennel; simmer until thick and serve with poultry or game.