

MARKON®

FRESH CROP REPORT

WEEK OF NOVEMBER 1, 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

AVOCADOS

The Mexican avocado market remains unsettled. Harvesting is paused in Michoacán while pricing discussions continue. Jalisco growers are harvesting normally; packed fruit continues to cross into the U.S. Current ongoing issues will have no effect on RSS value-added avocado items.

STRAWBERRIES

Markon inspectors and growers assessed the impact of the recent rainfall across California's Central Coast growing regions today, and unfortunately, challenging conditions persist. Growers are culling water-damaged fruit, heavily reducing yields; losses are estimated at 50-60% of current crops. Markets will remain active, as demand will far exceed available supplies.

CILANTRO

Although supplies are meeting demand, quality is becoming more variable as warm weather and recent rainfall impact production regions in Central California.



ONIONS

- Prices 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.

GREEN BEANS

- Active green bean markets persist due to limited supplies in multiple growing regions.
- Prices will remain elevated for another three weeks, at least.

LIMES

- After a short period of lower prices, lime harvesting has slowed in Mexico, pushing the market back up.
- Pricing is expected to ease in mid-November.

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apples

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

Prices are level. New crop stocks are plentiful; growers are putting all varieties into controlled-atmosphere storage for the season. Pink Lady and Honeycrisp supplies are now shipping. Expect low Golden Delicious yields in Michigan this year. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Markets are rising as excessive rain and heat coupled with strong demand further diminishes Mexican supplies. The best deals will be seen on standard and small sizes. MFC Asparagus is available; packer label is being shipped as needed.



avocados

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

Mexican prices are active. Production is paused in Michoacán while grower negotiations continue. Jalisco suppliers are harvesting normally; packed fruit is crossing into the U.S. Current ongoing issues will have no effect on RSS value-added avocado items. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

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

The market is active as availability is somewhat limited on both coasts due to regional harvesting transitions. Florida production is underway; choice-grade peppers remain tight. Overall availability is expected to improve as Florida harvests ramp up over the next week. Quality is good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are unchanged. The California season has ended. New crop Mexican supplies are increasing. Quality is very good; berries are plump and sweet.



blueberries

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

The market is steady. Peruvian and Mexican stocks are sufficient. Quality ranges from good to very good.

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broccoli

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

Strong demand and tighter supplies are causing California prices to climb; sporadic rain is causing quality problems. East Coast volume is higher; quality is excellent. 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	///	*****	$$$

Markets are up. Early season supplies are tight out of the Arizona desert region. Quality is average; infrequent scarring and bruising are occasional issues. Sugar levels range from 12° to 15° Brix. The offshore season will begin in three to four weeks. MFC Cantaloupe Melons are available.



cauliflower

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

Prices have rebounded; the supply spurt has ended, strengthening demand. Growers will move to the Arizona-California desert region by mid-November. East Coast growers will harvest in Florida this winter. ESS Cauliflower is available.



celery

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

Markets are rising as demand from Canada has spurred better movement. The Oxnard season will start in mid-November, increasing industry availability. MFC Celery is available.



chile peppers

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

Although demand is steady, prices have spiked due to supply shortages and/or poor quality caused by high temperatures and rain during harvesting transitions. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

East Coast markets remain high; the new crop season is getting a slow start. Mexican prices are level; supplies are sufficient. MFC and ESS Cucumbers are available.



grapes

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

Red seedless prices are stable, but markets for green seedless stocks are up a bit. 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	///	*****	$$$

Stocks remain limited, but yields will increase once the Arizona-California desert season ramps up in mid-November. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed due to low weights.



honeydew

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

Prices are fairly stable. The Arizona desert season is underway; stocks are increasing. Quality is good; sugar levels range from 11° to 13° Brix. The offshore season will begin in approximately three weeks. MFC Honeydew Melons are available.



iceberg

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

The market is falling; supplies have increased. Volume in Huron and Oxnard, California, as well as Las Cruces, New Mexico, has reduced shortages in Salinas and Santa Maria. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Prices have inched down; supplies have recovered after recent rains. California growers will transition into D1 and D3 growing regions in mid-November, increasing overall supplies. MFC and ESS Lemons are available.



limes

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

After a short period of lower markets, harvesting has slowed in Mexico, pushing prices back up. Relief is expected in mid-November. MFC and ESS Limes are available.



onions

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

Prices are steady. Growers are putting supplies into long-term storage for the season. 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	///	*****	$$$
OFFSHORE	///	*****	$$$

The California Navel season is underway. Domestic markets are inching down; volume is rising. MFC Navel Oranges are available.



pears

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

Prices are unchanged. Washington supplies are ample; quality is excellent. MFC Bartlett and D'Anjou Pears are available.

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pineapples

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

The market is level; volume is average out of Costa Rica. Six- and eight-count fruit is most plentiful, while seven-count supplies are limited. Quality is very good; sugar levels are approximately 14° Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are stable; storage stocks are abundant. The Colorado season is underway. Quality will continue to improve as potatoes go through the sweat process which cures skins. MFC Red and Yellow Potatoes are available.



potatoes

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

Markets are high. Demand is strong for large sizes; smaller supplies are more plentiful. Quality has improved as growers are shipping from storage and skins have cured. MFC Burbank and Norkotah Potatoes are available out of Idaho.



raspberries

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

Prices are unchanged. The California season has ended. New crop Mexican supplies are increasing. Quality is great; color is vibrant and flavor is sweet.



romaine

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

Markets are falling; supplies have increased. Volume in Huron and Oxnard, California, as well as Las Cruces, New Mexico, has reduced shortages in Salinas and Santa Maria. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed due to low weights.



salads & blends

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

Industry-wide quality problems such as INSV and sclerotinia to remain significant until growers move 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	///	*****	$$$

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	///	*****	$$$

Increased production out of Mexico is driving down prices. Supplies are ample. Zucchini quality is better than yellow squash. 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	///	*****	$$$
MEX	///	*****	$$$

Markon inspectors and growers assessed the impact of the recent rainfall across California's Central Coast growing regions today, and unfortunately, challenging conditions persist. Growers are culling water-damaged fruit, heavily reducing yields; losses are estimated at 50-60% of current crops. Markets will remain active, as demand will far exceed available supplies. Mexico's strawberry season has begun, but volume is low. Full production is not expected until late November or early December. MFC Strawberries are sporadic; packer label will be substituted as needed.



tomatoes

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

Prices remain high; low East Coast yields are forecast for at least another month. Growers are starting harvests in the Ruskin/Palmetto region and South Florida. Stocks are tight in Baja, Mexico; the Sinaloa season is ramping up, but yields are currently limited. MFC Tomatoes are available.



watermelon

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

Elevated prices persist. Large sizes are especially tight; smaller fruit is more plentiful. 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
GARY HILL
MARKON MEMBER CHEF

Q Collard greens have been traditionally associated with the American South but are also featured in many global and fusion dishes. How do you like to use RSS Chopped Collard Greens on the menu?

A Collard greens have been traditionally associated with the American South but are also featured in many global and fusion dishes.

I like to use RSS Chopped Collard Greens in Korean-Southern Collard Green Bulgogi Bowls.

This dish is a delicious mash-up of flavors that's also on-trend and healthy.

TIPS FOR SERVING COLLARD GREENS



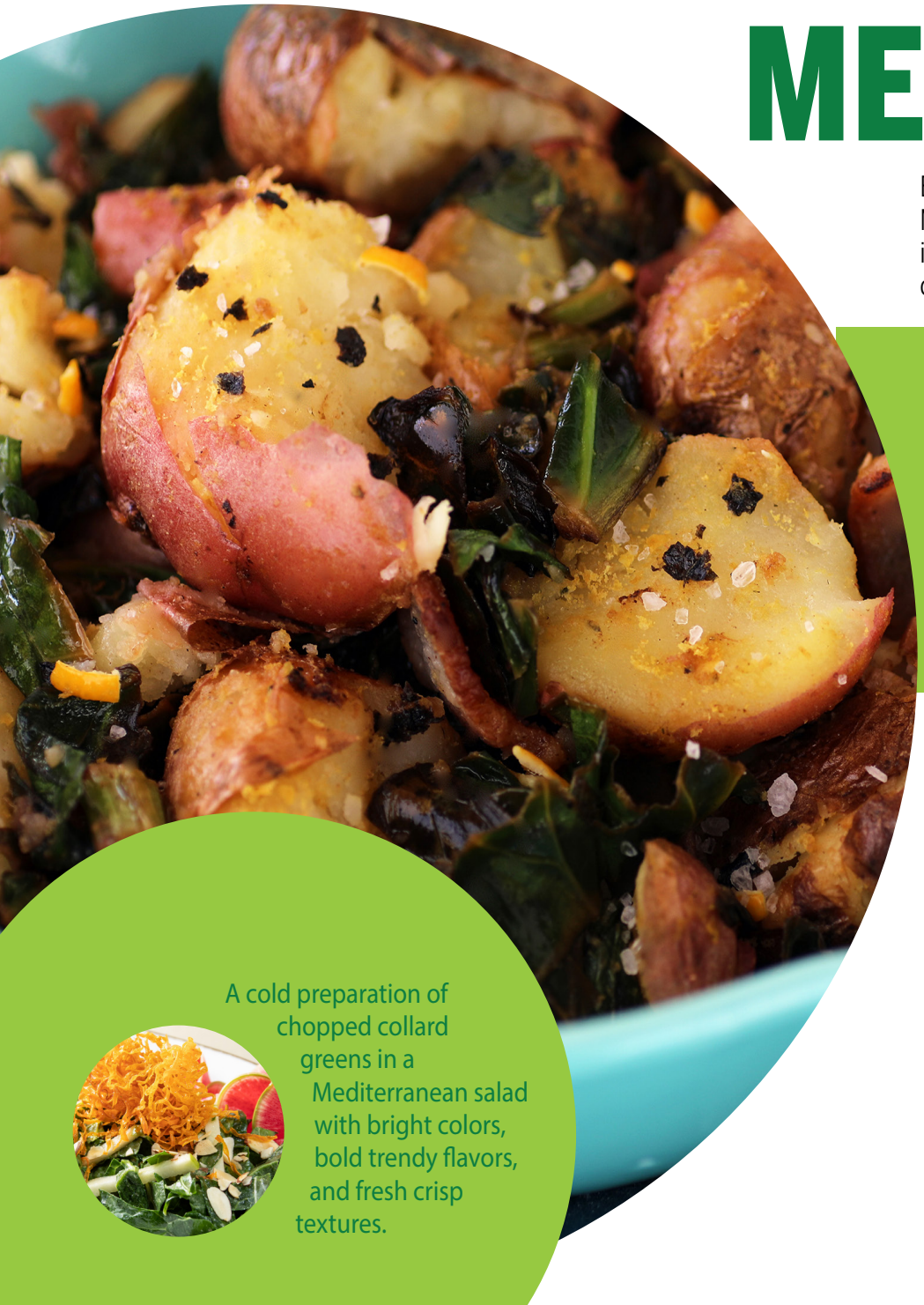
1. Add RSS Collard Greens to slow-and-low braises like pork shoulder or beef brisket so they soak up the flavor-packed juices; serve as a side dish and/or garnish.

2. Fry RSS Collard Greens and RSS Sliced Onions in pork fat; deglaze with stock and simmer until tender, then stir in barbecue sauce. Great with ribs, potato salad, and pulled pork.

3. Toss raw RSS Collard Greens with soba noodles, MFC Cucumbers, RSS Shredded Carrots, and julienned MFC Red Bell Peppers; drizzle with sesame-soy vinaigrette.

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.



Lemon New Potatoes with Collards

Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich 'nooch!

1/4 C	Olive oil
1 lb.	New potatoes (preferably red)
1/2 lb.	RSS Collard Greens, sauteed or stewed until soft
2 cloves	RSS Peeled Garlic, roasted and smashed
1 T	Nutritional yeast, seaweed-sesame flavor
1 T	RSS Lemon Juice
1 tsp	Zest of MFC Lemons, minced
2 tsp.	Sea salt
1/4 tsp.	Black pepper

Preheat oven to 400° F.

Toss potatoes with olive oil and roast until tender (approximately 20-25 minutes).

Once cooked, put all (including extra oil) in a mixing bowl and hand toss with remaining ingredients. Break up larger potatoes with hands if desired.

A cold preparation of chopped collard greens in a Mediterranean salad with bright colors, bold trendy flavors, and fresh crisp textures.