MARKON®

FRESH CROP REPORT

WEEK OF NOVEMBER 8, 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

AVOCADOS

The market remains unsettled as harvesting in Michoacán, Mexico remains suspended and pricing negotiations persist. Once harvesting resumes, inventories will require time to recover as fruit moves through harvesting, packing, transportation, ripening, and distribution channels.

MELONS

Cantaloupe and honeydew prices are climbing as domestic production winds down. The first shipments of import melons are on track to arrive into U.S. ports over the next few weeks.

STRAWBERRIES

California's Santa Maria and Oxnard growing regions received more rain over the weekend, creating additional challenges for growers. While rainfall totals were relatively low, fields continue to experience the cumulative effects of recent heat events and rain, resulting in limited availability.

SEEDLESS LEMONS

- California seedless lemons have begun shipping this week.
- Prices are high; supplies are tight, but expected to increase week over week.

CAULIFLOWER

- Markets continue to climb.
- Extremely limited supplies are forecast for the next several weeks.

FLORIDA RAIN

- Central and South Florida received heavy rains over the weekend, which could affect harvesting and yields.
- Potential crops include bell peppers, beans, corn, cucumbers, iceberg, and radishes.

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apples

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

The Michigan Golden Delicious season will end by November 22. Sauce and sliced processors purchased much of the new crop harvest. Expect that market to rise in Washington as well, as demand moves to that region in a few weeks.MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

asparagus

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

Pricing is up this week as strong holiday demand puts more pressure on strained Mexican and Peruvian supply levels. MFC Asparagus is available; packer label is being shipped as needed.

avocados

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

The market remains unsettled as harvesting in Michoacán, Mexico remains suspended and pricing negotiations persist. Once harvesting resumes, inventories will require time to recover as fruit moves through harvesting, packing, transportation, ripening, and distribution channels. 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	///	******	$$$
EAST COAST	///	******	$$$
MEX/AZ	///	******	$$$

Prices are fairly stable. Production is underway in South Georgia and Florida, despite a short rain delay. West Coast green bell supplies are slowly increasing in California as Coachella crops ramp up. Quality will improve as volume rises. Red bells are fairly snug; the main transition from coastal to desert regions will occur over the next few weeks. MFC and ESS Green and Red Bell Peppers are available.

blackberries

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

The market is level. New crop Mexican yields are high. Quality is very good; berries are plump and sweet.

blueberries

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

Prices are steady. Peruvian and Mexican supply is meeting demand. Quality ranges from good to very good.

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broccoli

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

Markets are fairly stable; supplies are available in multiple sources, preventing shortages. Quality is best on the East Coast. Recent California rain followed by heat could worsen quality issues such as DBM, pin rot, hollow core, and discoloration. Potential quality problems in Mexico include cat eye and hollow core. 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	///	*****	$$$

Prices are climbing as domestic production winds down. Arizona desert region supplies are dominated by 9- and 12-count fruit. The first shipments of imported melons are on track to arrive into U.S. ports over the next few weeks. MFC Cantaloupe Melons are available.

cauliflower

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

Markets are climbing. Extremely limited supplies are forecast for the next several weeks. Arizona desert production will increase gradually through mid- to late November, providing only limited near-term relief. East Coast growers will harvest in Florida this winter. ESS Cauliflower is available.

celery

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

Prices are inching up as Thanksgiving demand nears. Quality is good, but recent rains may have caused some dirt to enter between stalks. The Oxnard season will start in mid-November, increasing industry availability.
MFC Celery is available.

chile peppers

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

Markets remain elevated; supplies are tight. Continuous rain has delayed price stabilization, even with most fall harvesting transitions complete. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.

cucumbers

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

East Coast prices are elevated; rain delayed new crop production in Florida, but supplies will increase moving forward. Mexican markets are level; yields are average.
MFC and ESS Cucumbers are available.

grapes

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

Red seedless markets are steady, but green seedless prices are higher. 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	///	*****	$$$

Volume remains low, but will increase soon as production from Huron and Yuma offsets the shortages in Salinas. Prices will hold strong until the 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	///	*****	$$$
MEX	///	*****	$$$

Markets are steady but will inch up as domestic production winds down later in the month. Arizona desert region supplies are dominated by jumbo-size fruit, but five- through eight-count stocks are increasing. The first shipments of imported melons are on track to arrive into U.S. ports over the next few weeks. MFC Honeydew Melons are available.

iceberg

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

Prices are falling. Although Salinas Valley quality ranges from fair to good due to insect pressure, internal burn, mildew, and seeder, harvesting is making its way south to the Arizona desert over the next week or two. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.

lemons

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

Markets have stabilized; stocks are increasing. 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	///	*****	$$$
OFFSHORE	///	*****	$$$

Prices are steady; supplies are sufficient. Rain at the end of this week may delay harvesting and cause quality issues such as blanching, oil spotting, and stylar. MFC and ESS Limes are available.

onions

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

The red and yellow markets are a bit lower; white onion prices are stable. Growers are nearly finished putting supplies into long-term storage. 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	///	*****	$$$
OFFSHORE	///	*****	$$$

The California Navel season is underway. Domestic prices are easing; production is increasing. MFC Navel Oranges are available.

pears

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

Markets are steady. Small-size Bartlett pears (120- to 135-count supplies) are limited. MFC Washington Pears are available.

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pineapples

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

Prices are stable; supplies are sufficient in Costa Rica. Six- and eight-count fruit is ample, while seven-count fruit is snug. 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	///	*****	**$$**$
ID	///	*****	**$$**$
ND	///	*****	**$$**$
WA	///	*****	**$$**$
WI	///	*****	**$**$$

The market is steady; storage supplies will be shipped through the winter months. 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	///	*****	**$$$**
ID	///	*****	**$$$**
MI	///	*****	**$$$**
WA	///	*****	**$$$**
WI	///	*****	**$$$**

Prices are slightly higher as large sizes are tight. Increased demand ahead of the U.S.'s Thanksgiving holiday is a factor. Quality will improve as the season moves further into storage supplies. MFC Burbank and Norkotah Potatoes are available out of Idaho.

raspberries

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

The market is level. New crop Mexican yields are high. Quality is very good; berries are plump and sweet.

romaine

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

Prices are falling. Although Salinas Valley quality ranges from fair to good due to insect pressure, internal burn, mildew, and seeder, harvesting is moving south to the Arizona desert over the next week or two. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed due to low weights.

salads & blends

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

Industry-wide quality problems such as INSV and sclerotinia will 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	///	*****	$$$

The industry will transition 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	///	*****	$$$

The market is easing. Supplies are ample on the East Coast in Florida and Georgia. Although the California season is ending, production is ramping up in Mexico. 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	///	*****	$$$
MEX	///	*****	$$$

Markets are elevated. California's Santa Maria and Oxnard growing regions received more rain over the weekend, creating additional challenges for growers. While rainfall totals were relatively low, fields continue to experience the cumulative effects of recent heat events and rain, resulting in limited availability. MFC Strawberries are sporadic; packer label will be substituted as needed.

tomatoes

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

Prices remain high. West Coast supplies remain tight across Roma, round, and grape varieties as Baja and Central Mexico face weather-related production delays and quality challenges. Central Mexico's Roma volume is set to increase in two weeks, weather permitting. Some round and grape tomato production start dates have been delayed until later in November. Grape tomato availability is further constrained as splits and shriveling are affecting 30–40% of Baja fruit, reducing usable pack-outs and suitability for extended transportation. MFC Tomatoes are available.

watermelon

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

The market is up. Large sizes are snug; smaller fruit is more readily available. 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 Thanksgiving is the ultimate foodie holiday. How do you modernize the classics for customers that want both nostalgia and innovation?

A I suggest serving baked gratins that are made with an unexpected twist: RSS Chopped Collard Greens.

These hearty leaves balance the rich cheese and tender potatoes.

Another dish that plays on a classic Southern favorite is buttermilk fried turkey & waffles made by pressing oniony, herbal stuffing in a waffle iron.

TIPS FOR SERVING LEEKS

1. Steam halved MFC Trimmed Leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.

2. Top flatbreads and pizza with leek rounds, black pepper, and blue cheese; bake until crust is crunchy and cheese is bubbly.

3. Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.

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.

Grilling leeks until tender and lightly charred brings out their wonderful sweet and complex taste.

Braised, Charred Leeks with Peas and Caviar

Braising mellows this member of the onion family, while charring boosts smoky flavors. Try these leeks as a light starter or serve as an accompaniment to meat or fish.

¼ C	Olive oil
4	MFC Trimmed Leeks—rinsed thoroughly
1 C	Vegetable stock
1 tsp.	Kosher salt
¼ tsp.	Black pepper
1 T	RSS Lemon Juice
¼ C	Peas, steamed
¼ C	Pea tendrils
4 tsp.	Caviar
	Edible petals and herbs, to garnish

Heat two tablespoons oil in a large skillet. Cook leeks for five minutes, turning to prevent burning. Add stock and cover, braising leeks on medium-low heat for ten more minutes.

Drain leeks. Brush with remaining two tablespoons of oil; sprinkle with salt and pepper. Heat grill and place leeks on it, cut side down. Cook until surface starts to char, approximately five minutes. Carefully toss all in a bowl with lemon juice.

To serve, arrange equal portions of leeks. Top with one teaspoon peas, tendrils, and caviar each.