

MARKON®

FRESH CROP REPORT

WEEK OF NOVEMBER 15, 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

CALIFORNIA STRAWBERRIES

Supplies are facing an historically severe disruption as all growing regions continue to struggle with the impacts of recent rain. Availability is expected to remain critically constrained through the middle of next week, with very limited ability to recover or cover shortfalls in the near term.

AVOCADOS

Harvesting has resumed in Michoacán, Mexico following the recent industry disruption. Demand continues to significantly exceed available supply, keeping the market elevated and limiting the industry's ability to quickly rebuild inventories.

ASPARAGUS

Supplies remain snug as holiday demand builds. Production challenges in both Mexico and Peru are limiting overall availability, with the most significant shortages concentrated on jumbo and extra-large sizes. Expect these conditions to persist through year-end, keeping pricing elevated and reducing size variability.



LETTUCES

- Green leaf, iceberg, and romaine markets are adjusting as supplies from the Arizona-California desert region have increased.
- Salinas supplies will remain minimal through this week as the season is ending.

LEMONS

- Pricing is slowly increasing as the import and Mexican lemon seasons are ending.
- Market conditions are expected to remain firm until California's District One growing region begins production in late November.

CUCUMBERS

- East Coast markets will remain elevated for the next week; supplies are tight in Georgia, but the Florida season is ramping up.
- Prices are stable in Mexico. Although the Baja season is ending, stocks are moderate in Western Mexico, and production starts in Sinaloa this week.

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apples

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

Prices for most varieties are steady, with the exception of Golden Delicious prices, as that season will end in Michigan next week. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Supplies remain snug as holiday demand builds. Production challenges in Mexico and Peru are limiting availability, with the most significant shortages concentrated on jumbo and extra-large sizes. Expect these conditions to persist through year-end, keeping markets elevated and reducing size variability. MFC Asparagus is available; packer label is being shipped as needed.



avocados

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

Harvesting has resumed in Michoacán, Mexico following the recent industry disruption. Demand continues to significantly exceed available supply, keeping prices high and limiting the industry's ability to quickly rebuild inventories. 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	///	*****	$$$

Markets are steady. California green bells are sufficient in Coachella. Quality is very good; all sizes are available. Expect production to start in Western Mexico over the next 7 to 10 days. Prices should ease at that point. Red bells are snug as growers move from coastal regions to Coachella over the next two weeks. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are level. Mexican berries are ample. Quality is very good; fruit is plump and sweet.



blueberries

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

The market is fairly stable as Peruvian and Mexican stocks are adequate. Quality is very good; berries are tender and sweet with a slight tang.

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broccoli

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

Prices are up a bit. California growers had to recently harvest ahead of schedule to meet demand, tightening current yields. East Coast and Mexican supplies are more plentiful. 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	///	*****	$$$

The market is up. Arizona desert production will wrap up in two to three weeks; 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	///	*****	$$$

Prices are climbing. Expect tight stocks for several more weeks. Arizona desert production will increase gradually through late November, providing only limited near-term relief. East Coast production will move to Florida this winter. ESS Cauliflower is available.



celery

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

Strong Thanksgiving demand is driving up markets. Quality is good, but recent rains may have caused some dirt to enter between stalks. California's Oxnard season is getting underway. MFC Celery is available.



chile peppers

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

Price stabilization has been pushed back due to weather and quality challenges. Pasillas and tomatillos are the tightest, while Habaneros and Fresnos are meeting demand. Overall supplies will increase as many new crop regions are scheduled to begin new-crop harvesting by the end of the month. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

East Coast markets will remain elevated for the next week; supplies are tight in Georgia, but the Florida season is ramping up. Prices are stable in Mexico. Although the Baja season is ending, stocks are moderate in Western Mexico, and production starts in Sinaloa this week. MFC and ESS Cucumbers are available.



grapes

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

Red seedless prices are unchanged, while green seedless markets are inching up. 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
AZ	///	*****	$$$
CA	///	*****	$$$

Markets are adjusting as supplies from the Arizona-California desert region have increased. Salinas Valley yields will remain minimal through this week as the season is ending. 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 remain stable. The Arizona desert season will wind down later in the month. Yields are dominated by five-count jumbo-size fruit. The import will start in two to three weeks. MFC Honeydew Melons are available.



iceberg

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

Markets are easing; supplies from the Arizona-California desert region have increased. Salinas Valley yields will remain minimal through this week as the season is ending. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed due to low weights.



lemons

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

Pricing is slowly increasing as the import and Mexican lemon seasons are ending. Market conditions are expected to remain firm until California's District One growing region begins production in late November. MFC and ESS Lemons are available.



limes

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

More rain in Mexico is driving up markets. Tighter supplies are forecast through December due to fewer blooms. Stylar and oil spotting have been reported, but overall quality is very good. Colombian fruit possess high juice content at this time. MFC and ESS Limes are available.



onions

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

Red and yellow prices are slightly lower than those for white onions. Growers are now shipping from 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	///	*****	$$$
OFFSHORE	///	*****	$$$

Markets are stabilizing. The California Navel season is fully underway. MFC Navel Oranges are available.



pears

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

Prices are unchanged. Small-size Bartlett pears (120- to 135-count supplies) are snug; the season is ending this week. Washington MFC D'Anjou Pears are available.

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pineapples

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

Markets are level; stocks are adequate in Costa Rica. Six- and eight-count supplies are most abundant; seven-count stocks are tight. 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	///	*****	**$**$$

Prices are stable; 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	///	*****	**$$$**

The market is up, especially for large sizes. Demand is strengthening as the Thanksgiving holiday nears. Quality will improve as the season moves further into the storage season. MFC Burbank and Norkotah Potatoes are available out of Idaho.



raspberries

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

Prices are steady. Mexican berries are ample. Quality is very good; fruit is plump and sweet.



romaine

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

Markets are low; supplies from the Arizona-California desert region have increased. Salinas Valley yields will remain minimal through this week as the season is ending. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed due to low weights.



salads & blends

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

Growers have moved to the Arizona-California desert region, increasing supplies and improving overall quality.

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spring mix

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

The industry transition to the Arizona-California desert region is underway. Expect increased supplies and improved quality. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

Prices are up slightly. Zucchini production is moderate in Sonora, Mexico; yellow squash supplies were plentiful for the last couple of weeks, but growers are now back to steady harvests. 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	///	*****	$$$
MEX	///	*****	$$$

Prices are extremely high throughout the industry. California supplies are facing an historically severe disruption as all growing regions continue to struggle with the impacts of recent rain. Availability is expected to remain critically constrained through the middle of next week, with very limited ability to recover or cover shortfalls in the near term. Imports will provide some relief but are not expected to significantly improve overall market availability until after the Thanksgiving holiday. MFC Strawberries are sporadic; packer label will be substituted as needed.



tomatoes

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

The market remains elevated. Baja tomato supplies remain extremely limited due to past weather-related damage, with quality ranging from fair to good. Jalisco production is also expected to remain tight for the next several weeks because of persistently overcast and rainy conditions. New-crop grape tomatoes from Sinaloa should begin shipping in early December, while meaningful relief for West Coast round tomatoes is not expected until late December or early January. MFC Tomatoes are available.



watermelon

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

High prices persist. Large sizes are limited; 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 Brussels sprouts are a big menu favorite. How do you serve them this season?

A My favorite application is glazing RSS Brussels Sprout Halves with a maple-bourbon sauce and plating with candied bacon & house-made cranberry sauce.

Also great in the fall is shredding them into green salads for heartier texture and increased nutrient content.

Wrap steamed RSS Brussels Sprout Halves with salty bacon and bake until crisp!

TIPS FOR SERVING BRUSSELS SPROUTS



1. Add to stir-fries and curries or shred and use to line sandwiches and burgers.
2. Roast with a host of herbs and spices for crave-worthy sides.
3. Delicious in gratins, coleslaws, soups, pasta—even on pizza.

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.



Tandoori-Spiced Brussels Sprouts with Cranberries

The unique blend of curry and cranberry is combined in this dish to give Brussels sprouts worldly flavors.

2 T	Olive oil
1 C	RSS Diced Red Onions
2 tsp.	Curry paste
1	MFC Serrano Chile Pepper, sliced
24	RSS Brussels Sprout Halves
2/3 C	Fresh cranberries
	Salt and pepper to taste

Heat oil in a large skillet. Cook onions in oil until translucent. Stir in curry paste and Serrano; cook two more minutes.

Add Brussels sprouts and cranberries; continue cooking until both have softened and are cooked through but not soggy.

Season with salt and pepper and serve.

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel.