

MARKON®

FRESH CROP REPORT

WEEK OF NOVEMBER 22, 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

STRAWBERRIES

California rain is further straining an already tight supply by causing harvest cancellations and loading delays across the industry. Markets remain active, as demand far exceeds available supply.

GREEN BEANS

Extremely limited green bean supplies persist on both coasts as ongoing weather events disrupt harvests.

CHILE PEPPERS

Markets remain elevated as production in Mexico and South Texas continues its challenging start. Prices are not expected to decrease until early December.



MARKON

BLACKBERRIES

- Markets are stable; Mexican supplies are abundant.
- Quality is very good; fruit is plump and sweet.

BELL PEPPERS

- Red bell pepper prices are elevated as supplies are extremely limited across the country.
- Orange and yellow bell pepper markets are escalating due to low volume as well.

CILANTRO

- Rain is impacting cilantro quality and production across Central California; supplies are expected to tighten.
- Pricing is steady but is expected to trend higher as weather-related issues reduce available yields.

FRESH CROP REPORT

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apples

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

Most of the market is level with the exception of Golden Delicious prices, as that season will end in Michigan this week. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available in Washington.



asparagus

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

Pricing is higher this week as demand rises and transitions strain Mexican/ 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 high due to recent industry-wide negotiation disputes in Mexico, but supply lines are rebuilding. 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	///	*****	$$$

California green bell yields are meeting demand. Quality is very good; all sizes are available. Expect production to start in Western Mexico later this week. Red bell prices are elevated as supplies are extremely limited across the country. Orange and yellow bell markets are also escalating due to low volume. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are stable; Mexican supplies are abundant. Quality is very good; fruit is plump and sweet.



blueberries

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

Prices are level; berries are increasing in Peru and Mexico. Quality is very good; fruit is tender and sweet with a slight tang.

FRESH CROP REPORT



broccoli

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

The market is fairly steady; holiday demand hasn't caused supply disruptions. Pin rot, discoloration, and hollow core are being reported in California, while hollow core remains an issue in Mexico. East Coast quality is better in Virginia, North Carolina, and Florida. MFC Broccoli Crowns are available; Markon Best Available (MBA) may be substituted as necessary.



cantaloupe

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

Prices are elevated. The domestic season is ending this week, but the offshore season is getting started; supplies will increase later in the month. MFC Cantaloupe Melons are available.



cauliflower

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

The seasonal harvesting transition from Salinas to Yuma is keeping supplies snug. More rain could worsen quality issues such as discoloration, odd shape, and tight sizing. East Coast production will move to Florida this winter. ESS Cauliflower is available.



celery

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

Prices are up as the Salinas season winds down; strong Thanksgiving demand is also a factor. Quality is good, but more rain may cause Fusarium and bottom rot issues in late-season supplies. California's Oxnard season is ramping up. MFC Celery is available.



chile peppers

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

Markets remain elevated as production in Mexico (into South Texas) continues its challenging start. East Coast volume is low but will increase next week when harvesting begins in South Florida. Prices are not expected to decrease until early December. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

East Coast prices are up slightly. The Florida season is ramping up; supplies will increase later this month. Mexico's Baja season is ending, but stocks are increasing in Sinaloa. MFC and ESS Cucumbers are available.



grapes

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

Both the green and red seedless markets are starting to rise as the California season winds down. 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.

FRESH CROP REPORT



green leaf

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

Prices have eased; West Coast supplies are shipping from Santa Maria, Oxnard, and Yuma. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed.



honeydew

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

Markets are elevated. The domestic season is ending; offshore supplies will increase later in the month. Mexican volume is average. MFC Honeydew Melons are available.



iceberg

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

Prices are low; growers have fully transitioned production to the Arizona-California desert region. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed due to low weights.



lemons

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

Expect slowly declining markets and ample supplies through December. Lemons are being harvested in all three major California growing regions (the San Joaquin Valley, Southern California, and the California desert area). MFC and ESS Lemons are available.



limes

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

Prices are climbing; limited stocks are forecast through December due to fewer blooms. Stylar and oil spotting are occasional problems, but overall quality is very good. Colombian fruit possesses higher juice content at this time. MFC and ESS Limes are available.



onions

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

Markets are level. All supplies 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	///	*****	$$$
OFFSHORE	///	*****	$$$

Prices should remain steady over the next three weeks as supplies are ample in all growing regions. The California Navel orange season is in full production. Small sizes (113- and 138-count fruit) dominate early harvests; larger fruit (56- through 88-count sizes) is expected to remain limited as the season ramps up. MFC Navel Oranges are available.



pears

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

The market is steady; D'Anjou stocks are ample. The Bartlett season has ended. Washington MFC D'Anjou Pears are available.

FRESH CROP REPORT



pineapples

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

Prices are holding steady; supplies are sufficient in Costa Rica. Six- and eight-count supplies are plentiful; 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 holding steady despite the upcoming Thanksgiving holiday; storage supplies will be shipped through the winter months. Quality is great. MFC Red and Yellow Potatoes are available.



potatoes

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

Strong Thanksgiving demand is keeping prices high but stable. Storage quality is very good. MFC Burbank and Norkotah Potatoes are available.



raspberries

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

Markets are unchanged; Mexican berries are plentiful. Quality is very good; fruit is plump and sweet.



romaine

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

Prices have eased; West Coast supplies are shipping from Santa Maria, Oxnard, and Yuma. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed.



salads & blends

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

The Arizona-California desert season is officially underway. Rain has caused some harvesting delays and quality issues, but growers are culling all damaged leaves.

FRESH CROP REPORT



spring mix

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

The industry has fully transitioned to the Arizona-California desert region. Rain has caused harvesting delays and minor quality issues that are being culled in the fields. RSS Arugula, Spinach, and Spring Mix are available.



strawberries

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

California rain is further straining an already tight supply by causing harvest cancellations and loading delays across the industry. Markets remain active, as demand far exceeds available supply. Imports will provide some relief but are not expected to significantly improve overall availability until after the Thanksgiving holiday. MFC Strawberries are sporadic; packer label will be substituted as needed.



squash

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

Although supplies are average, markets are inching up due to strong holiday demand. MFC Zucchini and Yellow Squash are available.



tomatoes

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

West Coast prices are high. Recent storms reduced already low fall volume. East Coast production has increased; markets are stabilizing. Quality is improving. MFC Tomatoes 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.



watermelon

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

The market is up. Large sizes are tight; small sizes are more abundant. 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 Potatoes are one of the most versatile ingredients. What delicious ways do you use them on holiday menus?

A Two dishes I recommend that combine the creaminess of potatoes with the crunchy texture that is on trend right now are potato pavés and potato crème brûlée.

Both take a simple ingredient and elevate it for the plate.

They both work well during the fall and winter months alongside roasted poultry or meats.

TIPS FOR SERVING POTATOES



1. Mash MFC Potatoes with roasted RSS Peeled Garlic, cream, and butter—the perfect comfort side dish for the holidays.

2. Layer thinly sliced MFC Potatoes, RSS Sliced Onions, and Bechamel sauce; top with shredded cheese, bake, and serve these au gratin squares with steak or chops.

3. Offer top-your-own baked potatoes with a variety of add-ons like sour cream, MFC Chives, roasted RSS Peeled Garlic, fried RSS Peeled Shallots, RSS Green Onions, sautéed MFC Mushrooms, and more.

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.



Hasselback Potatoes

Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

4/10 oz.	MFC Burbank Potatoes
2 T	Olive oil
2 T	Unsalted butter, melted
1 tsp.	Kosher salt
1/2 tsp.	Freshly cracked black pepper
1/4 C	Basil pesto

Wash and scrub each potato. Starting at the end of each, place multiple slices that extend nearly to the bottom of the potato without cutting through (slices should go from one end to the other).

Combine oil and butter; coat each potato with equal parts of this mixture, making sure to brush in between slices.

Bake potatoes at 400° F for 40 minutes or until flesh is tender and skin is crisp. Top each with one tablespoon of pesto and serve.

Topped with roasted crispy leeks, this potato soup is comfort food at its best.