

MARKON®

FRESH CROP REPORT

WEEK OF NOVEMBER 29, 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 extremely limited. All growing regions continue to struggle with the impact of recent rain. Availability will remain critically low through the rest of the California season.

CUCUMBERS

East Coast cucumber supplies are limited due to fewer winter plantings and heavy rains across Florida; prices are up. Volume is moderate in Western Mexico; markets are stable.

BROCCOLINI & SWEET BABY BROCCOLI

Broccolini and sweet baby broccoli yields are expected to tighten. Rain has impacted California supply levels and diminished quality.



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LETTUCES

- Green leaf, iceberg, and romaine prices are inching down as optimal growing conditions in the Arizona desert region have increased available supplies.
- Demand is weakening as the Thanksgiving pull is over.

BRUSSELS SPROUTS

- Brussels sprout markets will rise as the California season winds down.
- Jumbo sizes are becoming increasingly limited.

SQUASH

- East Coast squash prices have eased slightly.
- The Mexican market is steady; favorable weather is expected to increase yields.

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apples

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

Prices are steady; storage supplies are adequate. Quality is great; fruit is crisp and juicy. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available in Washington.



asparagus

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

High markets persist; demand is strong and stocks are tight. MFC Asparagus is available; packer label is being shipped as needed.



avocados

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

After a few weeks of production disruption in Mexico, supply lines are rebuilt but pricing remains elevated. 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	///	*****	$$$

Green bell markets are level. Quality is very good; all sizes are available. Red bell prices are up; supplies are extremely limited across the country. Orange and yellow bell markets are elevated due to low yields. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are unchanged; Mexican volume is high. Quality is very good; fruit is plump and sweet.



blueberries

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

The market is steady; supply is meeting demand in Peru and Mexico. Quality is very good; fruit is tender and sweet with a slight tang.

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broccoli

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

Prices are stable; Arizona desert supplies are increasing. East Coast growers are harvesting 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
OFFSHORE	///	*****	$$$

Elevated markets persist. The domestic season has ended. Offshore supplies will increase in early December. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are steady; Arizona desert volume will increase in December. East Coast production will move to Florida this winter. ESS Cauliflower is available.



celery

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

The Salinas season has ended, strengthening demand and driving up markets. California's Oxnard season is ramping up; supplies will increase in December. MFC Celery is available.



chile peppers

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

Prices remain high; supplies are tight in South Florida and Mexico (into South Texas). The market will inch down when yields rise in early December. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

East Coast supplies are limited due to fewer winter plantings and heavy rains across Florida; prices are up. Volume is moderate in Western Mexico; markets are stable. MFC and ESS Cucumbers are available.



grapes

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

The California season is wrapping up; markets are climbing. 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	///	*****	$$$

Markets are inching down as optimal growing conditions in the Arizona desert region have increased available supplies. Demand is weakening as the Thanksgiving pull is over. MFC Premium Green Leaf Lettuce is available; MBA is being substituted as needed.



honeydew

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

High prices persist. The domestic season is ending; offshore supplies will increase in early December. Mexican stocks are adequate. MFC Honeydew Melons are available.



iceberg

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

Markets are weak; growers have fully transitioned production to the Arizona desert region. MFC Iceberg Lettuce is sporadic; MBA will be substituted if heads do not meet Markon specifications.



lemons

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

Prices are starting to inch down; supplies will increase 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	///	*****	$$$
OFFSHORE	///	*****	$$$

Markets are elevated; expect tight Mexican supplies through December. Stylar and oil spotting are minor issues, but overall quality is very good. Juice content is high in Colombian fruit. MFC and ESS Limes are available.



onions

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

Prices are unchanged; storage supplies are sufficient. 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 orange season is in full production. Expect fairly stable markets over the next two weeks; yields are abundant in all growing regions. Small sizes (113- and 138-count fruit) are plentiful; larger fruit (56- through 88-count sizes) are tight. MFC Navel Oranges are available.



pears

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

Prices are level; D'Anjou yields are high. Quality is very good; skins are smooth and flavor is mildly sweet. Washington MFC D'Anjou Pears are available.

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pineapples

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

The market is unchanged; stocks are adequate in Costa Rica. Six- and eight-count supplies are ample; seven-count fruit is 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	///	*****	**$$**$
ID	///	*****	**$$**$
ND	///	*****	**$$**$
WA	///	*****	**$$**$
WI	///	*****	**$**$$

Prices are stable; storage supplies will be shipped through the winter months. Quality is very good in all areas. MFC Red and Yellow Potatoes are available.



potatoes

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

Markets are up; expect strong demand through the new year. Storage quality is very good. MFC Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are level; Mexican volume is high. Quality is very good; fruit is plump and sweet.



romaine

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

Markets are down as optimal growing conditions in the Arizona desert region have increased supplies. Demand is weakening as the Thanksgiving pull is over. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed.



salads & blends

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

The Arizona desert season is officially underway. Sporadic rain is expected all winter due to the Super El Niño, but this week's weather is dry and sunny, aiding growth.

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spring mix

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

The industry has fully transitioned to the Arizona desert region. Sporadic rain is expected all winter due to the Super El Niño, but this week's weather is dry and sunny, aiding growth. RSS Arugula, Spinach, and Spring Mix are available.



strawberries

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

Prices are elevated; supplies are extremely limited. All California growing regions continue to struggle with the impact of recent rain. Availability will remain critically low through the rest of the California season. Although Mexican volume is insufficient to offset California's weather-related shortages, supplies should increase in December. Production will not start in Florida until early to mid-December. MFC Strawberries are sporadic; packer label will be substituted as needed.



squash

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

East Coast prices have eased slightly. The Mexican market is steady; favorable weather is expected to increase yields. MFC Zucchini and Yellow Squash are available.



tomatoes

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

Elevated markets persist. Sporadic rain is forecast all winter disrupting harvests and reducing quality. 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
FL	///	*****	$$$
OFFSHORE	///	*****	$$$

Prices are high. Large sizes are snug; small melons are 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 What hearty vegetable dishes do you suggest for winter menus?

A Roasted root vegetables are perfect for fall and winter menus. I make a hash with carrots, yams, Butternut squash, cauliflower, and Brussels sprouts. Add herbs like sage and rosemary, garlic, onions, and this dish fits as easily on breakfast menus as it does as a dinner dish.

Another simple, yet impactful dish I suggest is glazed RSS Baby Carrots in a brown butter-miso sauce. The toasty, umami notes are out of this world.

My favorite dish to serve this season is braised RSS Chopped Collard Greens with white beans and ham. This comforting recipe can be used as a soup course, or in a thicker version, as a side.

TIPS FOR SERVING RSS HERITAGE BLEND



1. RSS Heritage Blend is a sophisticated combination of colorful lettuces that can withstand hearty toppings like meats, nuts, and seafood.

2. The blend includes firm, yet toothsome Lolla Rosa, Red Flash, Red Oak, Red Leaf, Green Oak, and Bally Hoo Tango lettuces.

3. Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan and top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.

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.



Roasted Fennel Heritage Salad

Anise-flavored fennel, earthy beets, and Parmesan's umami accent this crisp salad.

16 oz.	RSS Heritage Blend
2 T	Olive oil
1	MFC Fennel bulb, sliced (tops reserved for garnish)
1/2 C	Parmesan cheese, grated
2 large	Golden beets, peeled and chopped
	Salt and pepper, to taste

Toss fennel and beets in olive oil. Bake at 400 degrees F until tender (approximately 30 minutes); cool.

Heat a skillet or griddle until very hot. Sprinkle grated Parmesan in small rounds and allow to melt, then brown. Carefully scrape the cheese off, break into bite-size pieces, and reserve.

Hand-mix RSS Heritage Blend with fennel and beets. Divide among four serving plates and top with equal amounts of frico (fried Parmesan).

Succulent shrimp and scallops are paired here with a bright, herbaceous bisque made with RSS Heritage Blend.