

# Fresh News



## Market Alert

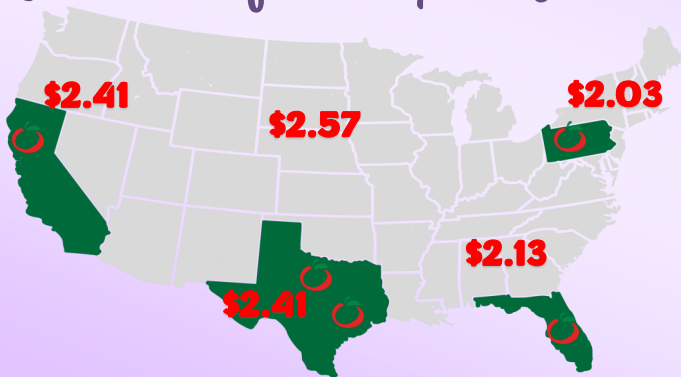
- ◇ Asparagus
- ◇ Berries
- ◇ Grapes
- ◇ Tomatoes
- ◇ Watermelon



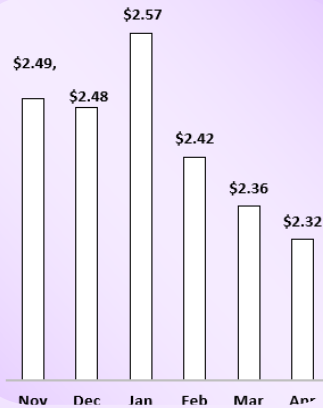
## Food Grade Warehousing & Distribution

*Comprehensive Supply Chain Solutions*

## National Reefer Rate per Mile (Last Week per DAT)



## Trend



## Weather Alerts

**+56°** +58° F +50°  
**Oxnard**  
 Saturday, 13

Sunday	+56° +50°
Monday	+58° +52°
Tuesday	+62° +56°
Wednesday	+63° +58°
Thursday	+61° +56°
Friday	+61° +56°

See 7-Day Forecast

**+51°** +53° F +45°  
**Salinas**  
 Saturday, 13

Sunday	+60° +45°
Monday	+62° +44°
Tuesday	+72° +46°
Wednesday	+75° +53°
Thursday	+65° +48°
Friday	+64° +47°

See 7-Day Forecast

**+97°** +98° F +68°  
**Culiacan**  
 Saturday, 13

Sunday	+104° +72°
Monday	+103° +69°
Tuesday	+99° +66°
Wednesday	+91° +68°
Thursday	+102° +65°
Friday	+102° +64°

See 7-Day Forecast

**+76°** +78° F +64°  
**Ruskin**  
 Saturday, 13

Sunday	+79° +60°
Monday	+82° +62°
Tuesday	+86° +62°
Wednesday	+80° +65°
Thursday	+80° +69°
Friday	+85° +71°

See 7-Day Forecast

**+68°** +72° F +48°  
**Yakima**  
 Saturday, 13

Sunday	+76° +52°
Monday	+64° +45°
Tuesday	+56° +40°
Wednesday	+59° +38°
Thursday	+59° +43°
Friday	+56° +41°

See 7-Day Forecast

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## Tomatoes

*Alert*

### Florida

Due to the significant damage caused by the storms last weekend, the availability of roma crops in Florida is currently quite restricted. The bulk of the harvested crops do not meet the standards for retail quality due to the detrimental effects of wind and rain, resulting in significant scarring and shoulder difficulties. The supply in the eastern region will be significantly limited until the Ruskin/Palmetto crops commence at the end of April or early May. There will be a gradual enhancement within a few weeks, but it will not reach the typical output levels expected at this time of the season. Florida's tomato harvests this week have been minimal due to rain causing delays in harvesting and previous heavy rainfall significantly decreasing yields. The total number of loads statewide decreased by 204 compared to the same period last year. Positively, there has been a favorable combination of sizing and the quality of crown choices has been satisfactory. The fruit picked second and third is exhibiting increased levels of rain check and scarring, which are being addressed throughout the packing process. The recent weather had a minimal impact on grape tomatoes, and they have been readily available in substantial quantities this week.



### Mexico

In Western Mexico, the overall market experienced a slow start at the beginning of the week, but gained momentum as the week went on. While some of the older fields in West Mexico are still active, fresh Spring plantings have emerged and are now yielding more volume, optimal size, and improved quality. The commencement of new Spring fields in East Mexico, originally scheduled for April 15th, is now being postponed till the end of April. The availability of round tomatoes in Mexico is moderate, with fruit being accessible in both West and East Mexico. West Mexico will continue to cultivate their current land, which will sustain them until late May or early June, although the size of the crops may decrease as they mature. The current inventory in East Mexico is limited, but it is expected to increase by April 15th when additional shipments arrive. Baja anticipates becoming operational in the latter part of May. In Western regions, the supply has been stable, with sufficient quantities readily accessible. Production is expected to proceed in a like manner over the next few weeks. The quality of the product has varied, based on factors such as the grower, field conditions, and the specific selection of the product.



## Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality, and we anticipate receiving substantial inventories in the upcoming weeks.



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# Fruits

## Apples



During the months of April and May, a plentiful stock of several apple varieties can be anticipated. Gala and Gold Delicious are noteworthy anomalies. As the storage agreement for shippers nears its conclusion, there has been a decrease in the amount of gold being transported. Galas have a higher storage capacity and are a highly sought-after type due to their steady demand. We should continue to hold galas till the new harvest arrives, but they will remain scarce.

## Berries—Blackberries

*Alert*



The fruit quality in Mexico is commendable, with sizes varying from medium to enormous. The conventional counts typically range from 28 to 35, whereas the organic numbers are slightly higher, ranging from 35 to 45. The elevated temperatures in the regions are causing a decline in productivity in certain ranches and occasional deterioration in the quality of fruit as the days become hotter. Anticipated growth in production is projected, with Central Mexico's share forecasted to exceed 90% during the spring peak. The current contribution of the US regions is below 10%, but it is anticipated that their involvement will climb in May. In contrast, the contribution from Central Mexico is declining.

## Berries—Blueberries

*Alert*



Baja California, Mexico The production is experiencing a weekly increase throughout the month of April. There are some problems with shriveling, scars, and abnormalities, but the general quality in terms of color, size, and flavor is good. The frigid climate in California is resulting in delayed maturation and reduced output. The quality is commendable and uniform, with the majority of flaws attributed to color. The highest level of volume is anticipated to commence in early April and thereafter decline in May. Central Valley The conventional harvest is anticipated to commence no later than the conclusion of April. Georgia had a rapid increase in volume, with a projected high at the end of April. The berries are of medium to big size and possess exceptional quality, size, and flavor. There are some minor flaws present in the packets, such as connected stems, blush, and scarring. Georgia is projected to have a sufficient amount of goods available for use in around 10 days, with an overall high standard of quality and predicted output.

## Berries—Raspberries

*Alert*



Mexico has existed The current weather conditions are characterized by high temperatures and abundant sunshine in all areas, occasionally accompanied by powerful gusts of wind. Day-time temperatures fluctuate between the low

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90's and the 100's, while overnight temperatures remain around the mid-50's. The upcoming week is forecasted to have similar high temperatures. The fruit often has a satisfactory red hue, with occasional lighter shades in the collection as a result of harvesting slightly prematurely to prevent exposure to high temperatures. The sizes primarily range from medium to large, with counts varying between 40 and 48. Occasionally, there may be some overripe and crumbled fruit found in packs, but personnel are diligently working to ensure the quality of the packets is maintained. Anticipate a gradual increase in production with a growing volume from California commencing next week.

### *Berries—Strawberries*

Mexico The warm weather has caused a significant decrease in production, leading to reduced fruit sizes and quality problems. The availability of labor is increasingly becoming a concern, thus worsening the difficulties experienced by growers. The decrease in both the standard and magnitude is likely affecting the total productivity of the area. California: The precipitation is anticipated to influence the quantity, hence impacting the supply chain and market availability until mid-April. The regions of Santa Maria and Oxnard are forecasted to have a substantial decrease in volume due to the anticipated rainfall from Friday through Sunday. Nevertheless, it is expected that there will be a recovery starting in mid-April, suggesting a possible enhancement in production and supply. In general, output



*Alert*

and volume in these regions are being impacted by problems such as weather-related concerns and manpower shortages. However, there are anticipations of a recovery and better conditions in the upcoming weeks, especially after mid-April. As weather conditions improve, we should expect an enhancement in the quality.

### *Citrus—Lemons*

The lemons from District 1 are already being picked, with the largest sizes ranging from 75 to 115 counts. The continuation of this tendency is expected in Districts 1 and 2 in California. There is currently a plentiful supply of high-quality fruit available, and this will continue for the next few weeks. Argentine imports are anticipated to arrive in mid-May, providing a degree of relief, but they tend to favor larger sizes. The sizes below 140 count will maintain a high level of scarcity for the whole California season.



### *Citrus—Limes*

The Limes are stable. The marketplace is still predominantly dominated by small sizes. Transactions are being conducted for large quantities of items with a size of 230 or smaller. The quality has significantly improved, although the market is still not considered inexpensive. However, it is far better than it was a year ago and even in the last few years, when prices reached as high as \$40, \$60, and even \$70 leading up to Cinco de Mayo. The Mexican market is being gradually eroded by external forces, particularly from offshore. Additionally, the market has been



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constrained due to lower demand compared to usual levels. Shippers are cautioning about reduced supplies for the upcoming week, although this has been the prevailing trend for more than a month.

### *Citrus—Oranges*



Small navels are rare, but larger sizes, such as 72 count and upwards, have higher quantities available. The availability of tiny fruit is extremely restricted, with a utilization rate of less than 10% in specific pack-outs. The quantity of 88-138 count navels is highly restricted. The typical range of brix reports is between 11 and 12. We anticipate comparable circumstances for the upcoming Valencia season. The commencement of the navel season from South Africa and South America is imminent, expected to begin in a few weeks.

### *Grapes*

*Alert*



Anticipate decreased quantities from Chile and Brazil in the upcoming three weeks, while the harvest in Mexico can be postponed due to cool weather. This scenario could lead to another month where the demand for top-tier retail quality boxes surpasses the available supply. Expect a divided market in the upcoming weeks as marketers meticulously evaluate their produce. The price increases in direct proportion to the quality.

### *Melons - Cantaloupe*



There is little new information to share. The level of production is sufficient and the demand for contracts is sta-

ble. The quality consistently ranges from good to very good. The sizes that are in high demand are primarily 9s, with a sufficient supply of both jbo 9s and 12s, as well as a limited availability of other sizes. The demand in the spot market remains weak, and a significant portion of the country encountered a sudden increase in wintry weather this week. Next week, the production side is expected to remain consistent. However, there have been reports of white fly infestations in Honduras, which is causing a shortage in supplies. Next week, we should expect better weather conditions, which will likely lead to an increase in demand in the spot market. The markets are expected to remain stable and resilient. Please note that there may be a discrepancy between the completion of offshore lopes, which are expected to be near completion by the end of the month, and domestic lopes, which are not anticipated to achieve strong production until sometime between mid to late May. Mexico's production outlook will be adversely affected by the abundant rainfall experienced throughout the planting season, resulting in an uneven output landscape.

### *Melons - Honeydew*



The market maintained its stability and security. Production satisfactory. The level of demand for both contract and spot purchases is rather satisfactory. The quality has been satisfactory, however there have been occasional inconsistencies. The sizes are highest for regular 5s and 6s, with sufficient stock of jumbo 5s and very little availability of lesser sizes. Prices are expected to remain stable or even increase slightly next week. Mexico has

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effectively halted the export of products intended for the United States.

### Melons - Watermelon

The offshore watermelon season has concluded, while the domestic season has commenced. The sluggish start of the Florida season can be attributed to quality difficulties and service constraints in certain places. The quality has been satisfactory and the supply has increased from Arizona.

*Alert*



### Pears

Shippers are currently engaged in the task of packing up on Bosc and anticipate completing it by the end of the month. The market in Anjou is stable and gradually increasing. Due to the absence of alternative options for packing and limited availability of storage resources, this industry will gradually progress and continue to experience scarcity. The California Bartlett pear trees are currently flowering and will begin producing fruit in mid-July.



### Pineapple

Growers are fulfilling their agreed orders. Due to the tropical weather conditions, the fruit has undergone accelerated maturation. Both the 6ct crowned and 7ct crownless pineapples have been affected. The supply has been affected by delays in vessel transportation and USDA procedures, resulting in a change in the loading timetables. There is a strong demand for pineapples of unique types.



### Stonefruit

The availability of Chilean stone fruit is currently at its peak, while the quantities of imported peaches and nectarines are decreasing. The availability of black plums is growing, whereas red plums are becoming uncommon. California cherries will make their first appearance with a restricted quantity in 2 weeks, followed by apricots towards the end of the month or in early May. California will have white and yellow peaches in the first week of May, and white and yellow nectarines in the second week.



## Vegetables

### Asparagus

The production of asparagus from Mexico is steadily decreasing as a result of seasonal variations. Peru has initiated a modest level of production. Anticipate a rise in the volume of Peru as we progress through the month of April.

*Alert*



### Avocados

There is a shortage of little sizes and an abundance of large fruit. This is contrary to the expectations or preparations of many. Suppliers are currently facing the challenge of having excessive stocks of costly fruit due to a decrease in demand, which is unusual for this time of increasing consump-



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tion. The California harvest is progressively increasing on a weekly basis, with the highest point anticipated to occur in May and June. Currently, there is a need to carefully manage the marketing and distribution of the available fruit while also maintaining sufficient supplies to meet the expected increase in demand during Cinco de Mayo. Overall, there is a enough availability of materials in all sizes.

### *Bell Peppers*



Production is now ongoing in Ontario and has recently begun in British Columbia. The quality of the fruit has been consistently good and the sizing has predominantly favored larger, jumbo-sized fruit. In the southern region of West Mexico, fruit production is at a reasonable level. However, there has been an increase in quality difficulties with their produce. Summer crops are commencing in Central Mexico, while Winter plantings are concluding. The newest crops are certainly exhibiting noticeable enhancements in terms of quality. South Florida farms are now maintaining a plentiful stock of bell peppers from their new Spring harvest. The sizing is predominantly focused on larger sizes, since both the primary and secondary choices are inclined towards that direction, resulting in limited availability of extra-large options. The availability of south Florida fruit will last for around 3 to 4 weeks, while the harvest from Plant City will commence in 2 weeks. The quality has significantly improved, as the majority of the harvests are now sourced from fresher and healthier crops. Although it is currently the later part of the season, Mainland MX's pepper harvest is at a moderate level

this week. The overall quality of the product remains quite stable for the majority of cases. However, there have been occasional instances of shriveling, pitting, color variations, and misshapen produce observed in the oldest fields. Anticipate a reduction in the size profile when MX concludes its season and we await the commencement of operations in the California desert in 2 1/2 weeks.

### *Broccoli*



This week, the availability of broccoli has increased in Salinas and Santa Maria. Anticipate a decrease in the market as the weekend approaches.

### *Brussel Sprouts*



The combination of robust inventory and increased demand has resulted in stable price, while promotional offers will still be available throughout April.

### *Cabbage*



Quality is good although supplies continue lighter. Market is steady.

### *Carrots*



The entire carrot market is stable. The Imperial Valley has emerged as the primary zone for economic expansion. The dimensions appear to be appropriate. There are no problems expected in the near future.

### *Cauliflower*



Prices have experienced a dip since the start of the week and it appears that there is still some potential for further de-

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crease before the market reaches a stable state. Abundant quantities of size 12 products are available, with the majority of fields producing a yield of 80 - 90% size 12 items. The quality is excellent, with pristine white domes and deep green jackets.

### *Celery*

The market will stay stagnant as we approach the upcoming week. There appears to be a sufficient supply to meet the current level of demand. Currently, there are minor problems with the seeder in the Oxnard district, but there is no need to be excessively worried about them. The product is currently accessible from Oxnard and Santa Maria, and the majority of shippers are carrying it to Salinas for convenient loading. The Salinas region will commence its harvest during the initial week of June.



### *Cilantro*

The supplies and quality are satisfactory, with enhanced market pricing from Oxnard and Yuma. Anticipated stability is projected for the supplies.



### *Cucumber*

The cucumber production in South Florida has increased to more satisfactory levels since last week, as additional fields and growers have become operational. The quality of the normal FL output is satisfactory, while there are still a few older fields that have worse quality. The supply of FL should remain consistent throughout April before gradually decreasing in mid-May as production shifts to GA. Cucumbers from previous harvests in Sinaloa are currently accessible in



the Western region, along with some newly cultivated crops in Sonora and to a lesser extent in Baja. The quality of the crops in production is diverse due to a combination of older and newer varieties. Nevertheless, the Sinaloa fruit exhibits a desirable deep green hue, whereas the color of Sonora fruit is comparatively lighter, like that of most domestic fruit. In the upcoming months of late May and early June, Baja will play a more significant role as the majority of farms become operational during that time.

### *Eggplant*

This week, the supply of eggplant from new Spring fields in South Florida is quite low. However, the quantity of eggplant available is better measured in pallets rather than truckloads. There will not be a significant shift until Plant City becomes operational by the end of April. Currently, there are moderate levels of eggplant in Mexico, namely in the Culiacan area. These levels are expected to persist until May. The central valley and desert regions of California are anticipated to become operational during the next 2 to 3 weeks.



### *Green Onions*

The labor force has recently returned in full, leading to an improvement in production. However, certain producers are still facing challenges with fields that were affected by prior storms during planting. These challenges have resulted in diminished size, quality, and yields. Prices have reached their highest point and are expected to start decreasing. The weather is predicted to stay moderate, which might accelerate any ex-



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tended decrease in supply.

### *Kale*

As the weekend approaches, the availability and quality of kale are satisfactory.



### *Lettuce—Arugula*

The Yuma spinach inventory appears to be sufficient as the season comes to a close. During our transitional period, the availability of arugula remains limited. Due to the occurrence of yellowing, there will be restrictions on production, leading to decreased yields.



### *Lettuce—Iceberg*

Yuma is nearing completion of production. The duration of the Huron event will be extended for an additional week. There is a recent harvest in Santa Maria and a moderate supply in Salinas. The quality has been enhanced with weights ranging from 37 to 42 pounds and pristine meat. In general, the meteorological conditions have been optimal for cultivation. There have been sporadic accounts of anomalous cranial shapes, but they have been infrequent and rare. The market is seeing a decrease in demand, and the prices of value-added items are no longer increasing.



### *Lettuce—Leaf*

Production in Yuma has concluded. The supply in Huron, Salinas, and Santa Maria will stay at a moderate level throughout the week. The market is experiencing a scarcity of demand, which is evident in the price. Various providers provide softer



varieties of romaine lettuce, including green and red leaf lettuce, as well as romaine hearts. Several providers have delivered above-average quality.

### *Lettuce—Romaine*

The supplies and quality from production locations in Northern California are consistently improving, resulting in a downward trend in prices. The occurrence of rain and isolated hail that took place last weekend is expected to happen again this weekend. This weather condition may have an effect on the quality of the produce in the upcoming week. However, most shippers anticipate that the supply will improve, unless there is any substantial damage caused by hail. Several Yuma farmers will continue their harvesting activities until next week, provided that the temperatures remain moderate.



### *Lettuce—Tender Leaf*

Production in Yuma has concluded. The supply in Huron, Salinas, and Santa Maria will stay at a moderate level throughout the week. The market is experiencing a scarcity of demand, which is evident in the price. Several providers provide a variety of lettuce options, including softer romaine, green and red leaf, and romaine hearts. Several providers have delivered above-average quality. By the end of this week, the price increase for value-added goods made from romaine lettuce should be reversed.



### *Mushrooms*

The supply is abundant and the volumes are suitable for promotion.



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## Onions

As a result of the growing availability of yellow and white onions, prices are beginning to become more affordable. The price of red onions is still quite high, and it is anticipated that this will continue to be the case throughout the summer.



## Peppers Chili

The supply of chili from the east is restricted to the southern region of Florida, where there is a small amount of land planted with new spring crops of jalapenos, poblanos, Cubanelles, long hots, and Hungarian wax kinds. Currently, Sinaloa's crops are older and produce less fruit than they did in the past. It is unfortunate that new crops in Sonora have not yet established a rhythm with stable volumes. In spite of the fact that jalapenos are one of the chilies that have been harmed the most, we should see improvements in ten to fourteen days as more fresh fields are established.



## Peppers Mini Sweet

This week, there has been a decrease in the availability of small sweets as a result of rain in the growing areas. Over the next few months, production in the Sinaloa and Sonora regions ought to be stable and continue.



## Potatoes

Those with 40 to 70 CTs have greater costs. On orders between 80 and 120 count, volume discounts are available. Burbanks and norkotahs are both possible alter-



natives; however, burbanks are more expensive than norkotahs.

## Squash-Yellow & Zucchini



The volume of squash is decreasing in Homestead and other regions in south Florida, but Plant City is compensating for this decline, thereby maintaining a stable amount. The overall quality has significantly increased due to the implementation of new fields that are currently in production. We anticipate the launch of GA squash within a timeframe of 2 to 3 weeks. Mexico also benefits from a favorable supply situation, as the production zones of Sinaloa and Sonora coincide during the transition period. The quality of both the yellow and zucchini has been satisfactory. If the market remains at weak levels for an extended period, we may observe a decrease in the amount of Sinaloa's older fields.

## Hard Squash

Honduras-grown butter-nuts and spaghettis are being increasingly imported to the Eastern region and are expected to continue doing so until April and possibly May. Although there is still some Sinaloa fruit available in the Western region, the new crops in Sonora have already begun with consistent quantities and excellent quality. The newly harvested fruit exhibits excellent quality, whereas the older produce from Sinaloa is experiencing common problems.



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## Flowers

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