

# Fresh News



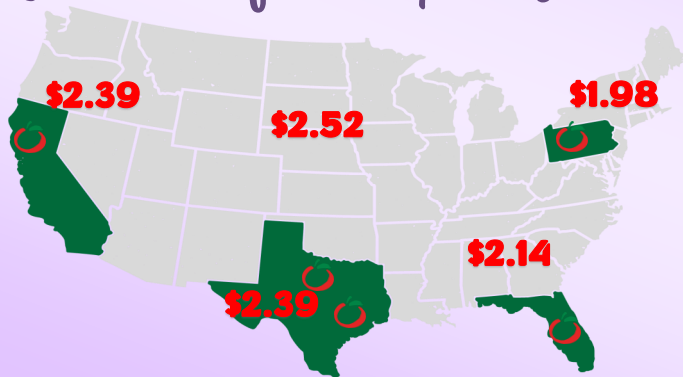
## Market Alert

- ◇ Asparagus
- ◇ Avocados
- ◇ Berries
- ◇ Citrus
- ◇ Grapes
- ◇ Lettuce
- ◇ Tomatoes

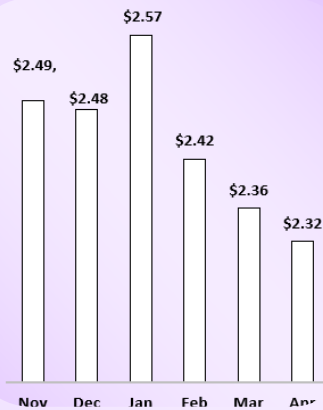


For over 40 years, DiMare Fresh has been the largest independent foodservice distributor in Texas.

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



## Trend



## Weather Alerts

**+65°** +65° F +45° F  
**Watsonville**  
 Saturday, 27

Sunday	+69°	+46°
Monday	+69°	+43°
Tuesday	+68°	+43°
Wednesday	+69°	+43°
Thursday	+68°	+46°
Friday	+65°	+47°

See 7-Day Forecast

**+61°** +61° F +46° F  
**Salinas**  
 Saturday, 27

Sunday	+65°	+47°
Monday	+65°	+45°
Tuesday	+64°	+43°
Wednesday	+68°	+44°
Thursday	+71°	+47°
Friday	+64°	+48°

See 7-Day Forecast

**+87°** +93° F +63° F  
**Culiacan**  
 Saturday, 27

Sunday	+96°	+62°
Monday	+99°	+64°
Tuesday	+97°	+66°
Wednesday	+94°	+67°
Thursday	+100°	+66°
Friday	+102°	+66°

See 7-Day Forecast

**+84°** +85° F +66° F  
**Ruskin**  
 Saturday, 27

Sunday	+86°	+65°
Monday	+85°	+64°
Tuesday	+84°	+66°
Wednesday	+81°	+70°
Thursday	+87°	+69°
Friday	+85°	+66°

See 7-Day Forecast

**+60°** +62° F +46° F  
**Yakima**  
 Saturday, 27

Sunday	+63°	+42°
Monday	+56°	+38°
Tuesday	+57°	+37°
Wednesday	+62°	+39°
Thursday	+55°	+45°
Friday	+59°	+41°

See 7-Day Forecast

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## Tomatoes

*Alert*

### Florida

There has been a decrease in the yield of Roma tomatoes in Florida this week, resulting in reduced availability for the upcoming week. The majority of growers, are completing their harvests in the southern region of the state and are anticipating the start of crops in the Ruskin/Palmetto area. The initial plantings appear to have a low yield, indicating that there will be less volume than anticipated. The quality has been satisfactory and there has been a variety of sizes. Nevertheless, the crown pick fruit is characterized by its larger size, predominantly consisting of jumbo and XL fruit. Round tomato production has experienced a minor decrease this week as growers navigate the shift between southern Florida. While a small number of growers have already started operations, the majority have experienced delays and are expected to begin production simultaneously. The quality of this week's products has been exceptional, particularly when it comes to crown picks. Despite the large size of the crown fruit, there is a pleasing assortment in sizes due to the inclusion of 2nds and 3rds, which contribute to a well-rounded blend. The grape tomato production has been consistent this week. Overall, the quality is satisfactory. However, the early picks from newly planted bushes have greater strength compared to the later picks from older bushes.



### Mexico

Roma production is consistent compared to last week. Although there are still Roma communities in Sinaloa, we are witnessing a shift towards Sonora due to the establishment of new settlements there. The current production levels have been quite low, but, the recent arrival of warmer weather is expected to significantly increase the output within the next 5-7 days. Spring harvests in Baja, are set to start later this month, marking the introduction of new crops in the region. The current sizing is biased towards larger . The quality is a blend of the finest fruit sourced from recent harvests. The availability of round tomatoes is rather limited this week. Producers in Sinaloa are approaching the end of the season and anticipate a progressive decrease in both quantity and size of their crops until June 1st. Currently, manufacturing is restricted to only a small number of participants, and we do not expect any significant increase in volume from this region. Currently, East Mexico is experiencing a temporary lull as they anticipate the commencement of the new spring harvests, expected to begin either later this month or early next month. Baja will commence operations in mid-May. In the western region, the production of grape tomatoes has been moderate, whereas in Sinaloa there has been an abundant supply. The quality of the plants is getting questionable as they age. Some lots are exhibiting shrivel, sunscald, and translucency, while others remain unaffected.



## Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality. We are projecting a shortage on organic bananas for the next week or two. Therefore color will be delayed.



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# Fruits

## Apples



In April and May, there will be ample availability of many apple types. Two noteworthy exclusions are Gala and Gold Delicious. The volume of golds has begun to decrease as carriers approach the conclusion of their storage agreement. Galas are a highly sought-after cultivar with a steady demand, thanks to its ample storage capacity. We should continue to hold galas till the new harvest arrives, but they will remain scarce. The price of galas is steadily increasing.

## Berries—Blackberries

*Alert*



Central Mexico is currently supplying volumes after reaching the highest point till mid-June. We should expect a gradual decrease in volume until the season concludes in mid-June. Santa Maria is projected to increase production during the initial cycle flush, reaching its highest point by the end of May and maintaining a steady level until subsequent applications increase production for the peak in August-September. Oxnard is currently in the process of increasing its activities. Their rate of increase is expected to continue from now until they reach their highest point at the end of June. Production in Watsonville is projected to increase gradually starting in mid-May and reach its highest point in late June. After reaching their highest point, they will stabilize until the end of July and then experience another peak in the Fall, beginning in

August. There was a decrease in volumes after reaching the highest point in early June, followed by a downward trend that continued until the conclusion of the season, which is around mid-July. The volume of Santa Maria is anticipated to remain consistent until mid-June, after which it will gradually increase and reach its peak from early August to mid-September. Oxnard is anticipated to increase significantly after the initial week of May. Subsequently, they will gradually increase until they reach their anticipated maximum in the middle of June. Production in Watsonville is projected to increase in mid-May and reach its highest point in late June. The quality of produce in Central Mexico varies from good to fair, with acceptable sugar levels and instances of rejected shipments due to problems with leakage and reversion. Oxnard exhibits high quality with fruit that is medium to large in size and has a pleasing look. Santa Maria additionally attests to excellent quality and flavor, with little imperfections. In the Northern district, blackberries exhibit satisfactory quality, characterized by medium-sized fruit and minimal flaws, resulting in a generally appealing appearance.

## Berries—Blueberries

*Alert*



Multiple regions are contributing to the overall volume. The recent decrease in temperature in Oxnard has resulted in a slower ripening process and a decrease in the overall volume of yield. Nevertheless, the quality consistently remains

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high, with the majority of errors resolved being connected to color. The volume has reached its highest point and is anticipated to decrease as June continues. Organic blueberry production in the Central Valley is increasing, and it is anticipated to further accelerate in the coming weeks. Although output was initially hindered by the chilly weather, it is expected to increase this week as temperatures rise. While there may be occasional occurrences of mushy fruit and red backs, the overall quality of the product is generally positive, characterized by good size and flavor. The organic volume peak has been delayed by approximately one to two weeks, now expected to occur in mid-May, while the conventional harvest will start at the end of April. The average temperatures in the Southeast have been in the low 80s during the day and in the high 60s during the night. Thunderstorms are forecasted over the upcoming weekend. During the progression of spring, temperatures are gradually increasing, resulting in a rapid escalation in volume, which culminates by the conclusion of April. The berries are of medium to big size and possess exceptional quality and flavor. Certain packs may have stems, blush, and scars, nevertheless, the general quality and production appear to be promising, particularly in Georgia, where a higher volume is anticipated next week.

### *Berries—Raspberries*

Quantities are expected to remain consistent over the next two to three weeks, followed by a gradual increase towards peak output in late May or



early June. The post-peak decline in Central Mexico will commence next week. Oxnard is experiencing a continuous increase in volumes, moving towards its highest point. Watsonville and Santa Maria are currently in the initial phases of their production season. Baja's stability will persist for the following four weeks, followed by an upward trend leading to their peak in late spring or early summer. Canada will commence production in a span of two months. In Central Mexico, the quality is considered excellent, characterized by berries of medium to small size. We have seen regional variations in the occurrence of fruit with leaks, leading to rejections at the port. The fruit quality in Oxnard is generally good and expected to remain positive, despite some rejections at the dock due to leakage. San Quintin says that the fruit quality is ranging from fair to regular, with good size. The issues are attributed to increased volume and manpower limitations, which have resulted in leaking fruit. In order to tackle this issue, growers are modifying the nutritional composition to improve the firmness of the fruit and increasing their workforce to ensure timely harvesting.

### *Berries—Strawberries*

*Alert*

The total conventional volume for this week is projected to increase significantly as a result of unforeseen excellent weather circumstances. Over the next five weeks, there will be an increase in volume in the Northern District due to the favorable crop load, large fruit size, and earlier-than-usual performance in certain types. The volume in Santa Maria will rise as a



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result of outstanding performance, substantial fruit size, robust crop load, and the exceptional plant health observed this year. Despite production in Oxnard already reaching its highest point, the amount for the upcoming weeks will increase. This is because slower-producing ranches will reach their peak, and advanced ranches will also have crops ready for harvest. Central Mexico is experiencing a significant decline in productivity due to warm weather, labor problems, and concerns about quality. This has resulted in an increased rate of ranch closures. Commencing in May, the volume of goods traded in the domestic market will be upheld. In Oxnard, the fruit is of good quality, with medium size and an appealing look. However, there are occasional dock rejections owing to damage. Nevertheless, the quality will stay favorable as a result of the forthcoming advantageous weather. The Santa Maria region is currently seeing optimal growth circumstances and a reduction in faults due to previous rainfall, resulting in outstanding fruit quality and good fruit size. In the Northern District, the quality and condition of our produce are exceptional, however there is a minor rise in mechanical bruising as a result of the fruit's substantial size. The presence of imperfections in the appearance is modest, primarily characterized by fruit that is deformed. On the other hand, in Baja, the quality of the fruit varies from acceptable to average. The fruit is medium-sized and there is a noticeable pattern of bruising caused by a shortage of manpower, which affects the timing of the harvest.

### *Citrus - Lemons*

*Alert*

D1 is experiencing its highest demand on 95/75-sized products, with a few 165-sized and smaller products. Additionally, the pricing for smaller fruit on the open market is currently at a historically high level. The scarcity of supply, especially for models 200 and 235, renders pricing inconsequential. The pack-out percentages for 200/235s are equal to or lower than 2%. D2 is currently collecting and packaging a little quantity of produce, with the highest amount being 115/95 units. The diminutive lemons from D2 will offer minimal respite. The initial shipment from Argentina is planned to arrive by the end of May. Suggest keeping the specification open until the necessary imports become available.



### *Citrus - Limes*

The current market trends indicate a modest increase this week. There is currently a slight increase in activity as a result of Cinco de Mayo. On 230/250 count, the fruit is still reaching its highest point of quality and ripeness. Next Monday, we will begin the third quarter of our lime contract.



### *Citrus - Oranges*

*Alert*

The availability of fruit in sizes 72ct and greater is currently at its highest point. However, sizes 88/113/138ct are very rare and will continue to be uncommon for the whole navel season. Decreased precipitation and increased temperature will result in the enlargement of fruit as the season advances. During this abbreviat-



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ed Navel season, it is important to remain adaptable about the size and quality of the produce. Promptly submitting orders 5-7 days ahead of time is crucial due to the significance of lead time. The Brix levels vary from 12 to 14, indicating good quality. No gas emissions are occurring currently.

### *Grapes*

The Imports of grapes will continue to be limited until the Chilean agreement concludes in early May. Currently, the market on the east coast is relatively more favorable compared to the west coast. Shippers anticipate that Mexico will commence operations in mid-May. There is a prevailing sense of cautious optimism that there will not be a repetition of the gap experienced last year. Imports of grapes will continue to be limited until the Chilean agreement concludes in early May. The market conditions on the east coast are currently more favorable compared to the west coast. Shippers anticipate that Mexico will commence in mid-May. There is a prevailing sense of cautious confidence that there will not be a recurrence of a gap similar to the one experienced last year.



*Alert*

### *Melons - Cantaloupe*

Due to the rise in spring retail promotions, there has been an increase in demand. However, there have been delays in vessel transportation, particularly on the West side, which has resulted in loading schedules being pushed towards the end of the week. Growers in Nogales will be evaluating the quality levels of Mexican cantaloupes, which will be available by the end of the



week. The Brix values of offshore fruit are still greater than those of Mexican fruit. The domestic fruit will be accessible throughout the week commencing May 20th.

### *Melons - Honeydew*



There has been a rise in the availability of honeydews, leading to a stabilization of the market. Currently, Mexican honeydews, primarily in the 6/8 size range, are being sold on the market. Meanwhile, offshore melons are still at their highest level of production in larger sizes. By the time Mother's Day arrives, both local and international cultivators aim to enhance the availability of goods.

### *Melons - Watermelon*



The watermelon market has begun to stabilize with the inclusion of extra provisions from Nogales. Florida has a scarcity of watermelons and imposes limitations on their shipping destinations. Watermelons in Florida will be harvested from May 10th to May 20th. Florida's production was hindered by adverse weather conditions and reduced crop yields.

### *Pears*

Most shippers on Bosc are currently in the last phases of packing and anticipate completing the process by the end of the month. The market in Anjou is stable and gradually increasing. As a result of diminishing storage resources and the absence of alternative options to package, this industry will gradually progress. The upcoming harvest of California Bartlett pears will commence in mid-July, and they are currently in the flowering stage.



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## Pineapple

There is a limited quantity of spot market goods from Oxnard and McAllen TX, hence providers are prioritizing their contractual obligations. The accelerated maturation of fruit due to tropical climatic conditions has led to a decrease in crop yields. The event is anticipated to continue until Mother's Day. The pineapples that have been impacted are 6ct in size and have crowns, whereas the crownless ones are 7ct in size. There is a strong demand for pineapples of unique types.



## Stonefruit

The harvest of domestic tree fruit is imminent, with only a few weeks remaining. The harvest of cherries and apricots is expected to commence towards the conclusion of April. The sequence begins with the arrival of peaches in the early part of May, followed by nectarines in the middle of the month, and concluding with plums towards the end of May. Peaches are cultivated in the southern region of the San Joaquin Valley, however the quantity produced is limited. During the month of June, there will be an increased assortment and quantity of products available.



# Vegetables

## Asparagus

Seasonality has led to a decrease in asparagus yield in Caborca and San Luis, Mexico. The manufacturing in Obregon, Mexico has been minimal. Peru's production is experiencing a steady growth. The markets are predominantly stable.



entering the United States will reach its highest point at a size of 60/70ct, which deviates from the usual standard. Due to the elevated dry matter content in Mexican fruit, the ripening times remain brief. Due to a decrease in dry matter content, California fruit is becoming available in a less substantial manner.

## Avocados

The 60ct and 70ct triggers are currently active. The 48ct are also likely to increase. With the arrival of Cinco De Mayo, markets are expected to experience a surge. Peru is in close proximity, and a significant amount of fruit is anticipated to be available by late May or early June. The Peruvian fruit



**Alert**

## Bell Peppers

The season of Western Mainland MX is nearing its end, and one can discern this from the caliber of the performances. This fruit is no longer suitable for sale, shifting attention to the summer crops in Central Mexico and our neighboring countries in Canada. Housing in central Mexico is now seeing a moderate level of activity, and this



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trend is expected to continue in the foreseeable future. CAN operates production facilities in both the eastern and western regions and has consistently achieved impressive numbers and maintained excellent quality standards. Within a span of 5-7 days, there will be a noticeable improvement when households undergo transitional changes. The production of bell peppers in the eastern region has commenced the shift from southern Florida to the Plant City area. While fresh fields in the southern region are still in production, older fields are also reaching the end of their production cycle. This combination results in a variety of quality and sizes. The nascent fruit from Plant City has recently commenced its growth, and first indications suggest that its quality is exceptionally pleasing. Expect the majority of production to shift to central FL during the next two weeks. The bell pepper supply in mainland MX is still substantial, but as the season nears its end, the quality and size of the peppers are deteriorating. Repackaging is required due to the emergence of form, scarring, and wall problems. The commencement of the CA desert is imminent within the next 7-10 days, aiming to alleviate the existing issues regarding air quality.

### *Broccoli*

As growers begin to access fields that were planted during the rainy season last winter, the market is gaining momentum and yields are decreasing. Anticipate a rise in pricing as we approach the upcoming week. Central Mexico's production will decrease as they near the end of their



winter season. Typically, it concludes in mid-May.

### *Brussel Sprouts*

The availability of Brussels sprouts remains ample this week. During the latter part of April, you can anticipate a significant increase in volume that can be promoted.



### *Cabbage*

Anticipated market conditions and inventory levels are projected to stay stable in the upcoming weeks, with a consistent supply of high-quality produce from Oxnard and Yuma.



### *Carrots*

The demand for whole carrots remains consistent. Currently, the Imperial Valley serves as the primary agricultural location for cultivation. The dimensions appear satisfactory. There are currently no problems expected in the near future.



### *Cauliflower*

Growers are experiencing soil borne disease problems as a result of the excessive rainfall during the winter, which is negatively impacting crop yields. Additionally, the winter rains are causing gaps in planting. Anticipate that market conditions will continue to be favorable and supplies will be limited for the next 10 days. These problems are not impacting the overall quality, but rather the quantity of output.



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## Celery

Prices have increased as the producing zones in the Desert have completed their production, and we will now depend on Oxnard and Santa Maria for the next 6 weeks. During this season, we begin to encounter problems with the Oxnard product's seeder, which will have an impact on crop production. Ensure that you are fully aware and in control of your requirements as we approach the month of May. Salinas will commence in the initial week of June.



of the dark green Sinaloa fruit, but its quality is commendable. Baja is also included in a subtle manner, and their cucumbers are of excellent quality.

## Eggplant

There is a scarcity of eggplant in southern Florida. Plant City has initiated its operations with a limited quantity of resources. We expect a somewhat low level of activity over the next 10-14 days, as farms are only beginning their operations. Mainland MX continues to offer sufficient quantities of fruit, although the size of the fruit is increasingly decreasing, predominantly with 24 count fruit. The general quality is satisfactory, but, we are beginning to observe an increasing number of liver spots in various areas.



## Cilantro

There is projected to be an abundant supply of cilantro this week, presenting an opportunity for promotion.



## Cucumber

The cucumber crops in South Florida have around 2-3 more weeks until they are ready for harvest. However, in central Florida, we have already observed the presence of mature cucumbers this week. Despite the scorching temperatures, the quality has remained excellent. Georgia's agricultural season is rapidly approaching, and it is anticipated that certain farmers may commence operations during the initial week of May. The Western region has a satisfactory to substantial supply of cucumbers, sourced from multiple cultivation regions. The temperature in Sinaloa has increased, leading to quality concerns among producers. However, they will continue their operations until mid-May, taking into account market conditions and quality standards. Sonora's produce lacks the aesthetic appeal



## Green Onions

Production has commenced to enhance, although pricing is striving to sustain elevated levels. Several cultivators are currently addressing quality concerns while they examine fields impacted by Spring precipitation.



## Kale

As we approach the weekend, the availability and standard of kale continue to be satisfactory.



## Lettuce—Tender Leaf

Many suppliers are struggling to keep up with the demand for arugula and spinach. Following the recent rainfall in Salinas, the fragile leaf crops are not growing upright and ready for harvesting. The anticipated rise



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in temperature this week is expected to facilitate our progress. Yellowing will occur, which will restrict output and lead to reduced yields.

### *Lettuce—Iceberg*

*Alert*

The primary cultivation areas for this commodities are Salinas and Santa Maria. Similar to romaine and leaf lettuce, lettuce growers in the Salinas Valley have encountered problems with anthracnose. Multiple shippers have encountered quality problems, and this situation will persist for a few additional weeks. Currently, the extent of the damage caused by this disease and its geographical distribution remains uncertain. Thus yet, Santa Maria has not encountered the same challenges of expansion as Salinas. Value-added lettuce goods will maintain their elevated pricing throughout April.



### *Lettuce—Leaf*

*Alert*

Yuma and Huron have completed manufacturing. Salinas and Santa Maria/Oxnard have a minimal production of romaine lettuce. The abundance of green and red leaves is limited to a moderate or low level. Most of the production originates from the Salinas region. Anthracnose has led to a decrease in yields across the valley, causing quality concerns for several suppliers. In general, the quality is mediocre at most and will continue to be so throughout April. Both leaf components and romaine hearts will exhibit black and brown spotting, as well as pink discoloration. The increase in the value of romaine lettuce is expected to persist throughout the month of April.



### *Lettuce—Romaine*

*Alert*

The available supplies are limited and of moderate quality. All growers have shifted to Salinas. The market price has risen. The supply is anticipated to be limited due to higher market prices.



### *Mushrooms*

The weather has enhanced the caliber and availability of brown and white, suggesting a consistent provision for the upcoming months.



### *Onions*

Negotiations are underway to complete the remaining stock assessments in the Northwest region...Exercise caution regarding sprouting. Texas is now experiencing continued progress, but is approaching its conclusion. California is experiencing a mass exodus and they have a surplus of red-colored items. Currently, there are no instances of quality issues arising. Georgia is scheduled to depart and is expected to arrive next week.



### *Peppers Chili*

The category of chili peppers has posed a significant challenge this week. Florida's inconsistent supply of light has not been sufficient to cover the Eastern region. However, there is some respite on the horizon. Plant City will commence the cultivation of Hungarian and jalapeño peppers in the next days, with other types to be introduced during the next 10 to 14 days. This week, the MX chili pepper bargain remains significantly limited. Sinaloa cultivators are concluding



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their activities ahead of schedule. The accessible options are of questionable quality, thus rendering them ineffective for retail purposes. Several new crops are anticipated to become available in Sonora during the following week. However, the distribution of water may potentially affect the productivity of the season. Due to the delayed start of Baja and CA, which is expected to be in mid-May, the upcoming weeks may provide difficulties in terms of supply.

### *Peppers Mini Sweet*



There is now a shortage of mini sweet supplies, and this shortage is expected to last for another one to two months. The agricultural harvest in mainland Mexico is coming to an end, and we may expect to see produce from Baja only in late June or July. Canada has not experienced any substantial level of activity throughout the current week. There has been little assistance from the northern region. The influx of incoming products is exhibiting a greenish hue, contributing to the complexities of an already arduous scenario.

### *Potatoes*



The market is stagnant, characterized by high quality. Idaho currently has a surplus of potatoes since they are producing higher quantities, which creates a favorable opportunity to advertise and market them. Inventory of 70 to 120 units. There is a plentiful supply of Burbanks and Norkotahs. There is a limited supply of stocks for 40 and 50 CT.

### *Squash-Yellow & Zucchini*



As the crops in South Florida are nearing the end of their season, squash production has shifted to the Plant City area in the north, where there is a substantial amount available this week. The quality of Plant City has been consistently superior to that of South Florida. Several fields have already begun in GA, although their production levels are still a week or two from reaching their peak. Volume in the Western region has decreased slightly this week as we are still in the process of transitioning from Sinaloa to Sonora. In the upcoming 5-7 days, we anticipate an increase in the quantity of produce from the recently cultivated crops in Sonora. In general, the quality has been satisfactory, with the superior fruit originating from Sonora.

### *Hard Squash*



The Eastern region now has Honduran butternut and spaghetti squash in stock and is also importing Mexican acorn squash to fulfill the demand. The Honduran squash is expected to be available for around 30 more days before the end of the season. In Western regions, there is sufficient supply of butternut and spaghetti squash, but the availability of acorn squash is quite limited. Many people are experiencing the winding down of the acorn fields, which will result in a cozy situation until California gets fully operational in mid-May. Given the challenging situation with acorn, we are actively monitoring for any potential issues related to quality, specifically focusing on ground scar.

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# Flowers

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