

Fresh News

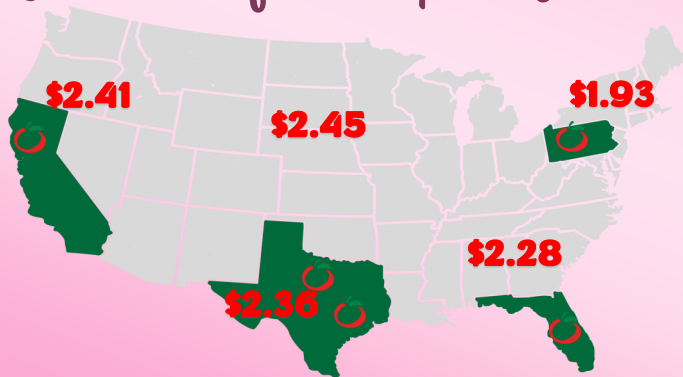


Market Alert

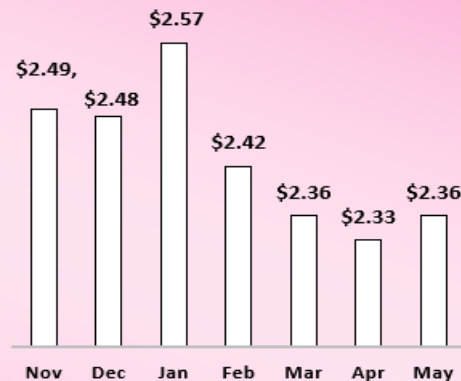
- ◇ Lemons
- ◇ Oranges
- ◇ Lettuce Iceberg
- ◇ Lettuce Leaf
- ◇ Tomatoes



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+73° +76° F +50°
Watsonville
 Saturday, 11

Sunday	+71° +50°
Monday	+66° +48°
Tuesday	+61° +48°
Wednesday	+62° +49°
Thursday	+65° +49°
Friday	+69° +49°

See 7-Day Forecast ...

+70° +74° F +54°
Salinas
 Saturday, 11

Sunday	+75° +54°
Monday	+68° +49°
Tuesday	+66° +49°
Wednesday	+68° +48°
Thursday	+70° +50°
Friday	+73° +52°

See 7-Day Forecast ...

+102° F
Culiacan
 Saturday, 11

Sunday	+97° +69°
Monday	+99° +67°
Tuesday	+100° +66°
Wednesday	+98° +68°
Thursday	+99° +68°
Friday	+99° +67°

See 7-Day Forecast ...

+86° +88° F +78°
Ruskin
 Saturday, 11

Sunday	+89° +68°
Monday	+90° +70°
Tuesday	+90° +74°
Wednesday	+87° +79°
Thursday	+86° +79°
Friday	+93° +75°

See 7-Day Forecast ...

+84° +87° F +60°
Yakima
 Saturday, 11

Sunday	+85° +58°
Monday	+75° +55°
Tuesday	+76° +49°
Wednesday	+81° +54°
Thursday	+86° +58°
Friday	+77° +50°

See 7-Day Forecast ...

A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

Ruskin/Palmetto's production of Roma tomatoes is now insufficient to fulfill demand, however the quality and size of the tomatoes have been satisfactory this week. The high temperatures have accelerated the growth of the crops, resulting in an earlier than expected conclusion of their harvest season. By Memorial Day, overall availability will be vastly reduced as most growers will be winding down operations. The Quincy and GA areas will have a small number of romas available during that period, but the quantity will not be at a level to satisfy demand. This shortage will continue until the Eastern region (TN/NC) area begins production on or around July 4th. The round tomatoes have reached peak production. Next week, the overall volume will begin to decrease. The South Carolina and Quincy areas are scheduled to commence during the final week of May, depending on weather. Florida grape tomato numbers remain rather stable, with some growers experiencing an increase while others face a decrease. The sizing of the initial selections is somewhat oversized, but the quality has been exceptionally good. If the quality and yields permit, we will continue to harvest until Memorial Day.



Mexico

In Mexico, the supply of Roma tomatoes is limited this week. The quality of tomatoes in Sonora is not very good, and the size of tomatoes in Sinaloa has decreased as we approach the conclusion of the season. The cultivation of new crops in East Mexico and Baja has recently commenced, and as of now, there is an insignificant quantity available from these regions. In the next months, we may expect the inclusion of locally grown crops in California to contribute to the variety of produce available, starting in June or July. Tomato availability is now limited as growers navigate the seasonal changeover. The supply of West Mexico is diminishing as their season progresses, primarily offering medium-sized flats and some questionable quality at this stage. Baja is currently experiencing a rise in supplies as an increasing number of growers are participating in the market. The quality is excellent, with the majority of the fruit being greater in size. In the eastern region of Mexico, specifically in Jalisco, the supply situation is now in its initial stages and is expected to steadily improve over the course of the month. In the Western region, we are observing a gradual decrease in activity in the Sinaloa area. The plants are experiencing fatigue, resulting in diminished quality and reduced shelf life. Baja is emerging as a prominent Western production hub, and it has commenced operations in a modest manner. The current volume is rather low, but it is expected to increase in the coming weeks.



Bananas

The vessels are operating according to the planned timetable, the fruit is of excellent quality. We have shortages in organic bananas, expect shortages for the next two to three.



A Fresh Take on Value-Added Distribution

Fruits

Apples



Washington is evaluating the stock of Gala apples in response to the challenging market conditions in the second quarter. This assessment indicates the need to temporarily replace Gala apples with Fujis until September due to their restricted availability. In general, the apple market is predominantly stable, although there are a few types of apples that are seeing price increases. Galas and Golds are still progressing, although Fuji's and Pinks are no longer experiencing a significant surplus.

Berries—Blackberries



Requests continue to be low. Central Mexico is currently at the pinnacle of their seasonal population figures. Organic numbers range from 32 to 45, while conventional counts range from 22 to 35. We do observe some regression in certain ranches as a result of the high temperatures in the regions, and we also observe some fruit that is softer as the days become hotter. A decrease in volume has been observed as a consequence of the heat, and this trend is expected to continue for some time until a further modest peak occurs around the middle of June. Up until the month of May, we anticipate a healthy output and supply. Both Oxnard and Santa Maria are experiencing a rise in their output from week to week. An rise in output is expected to occur in the Watsonville region around the middle of May, and

this increase will continue to climb each week until it reaches its peak volume in late June.

Berries—Blueberries



This week, there have been enough supplies coming from Georgia, accompanied by strong production and demand that is lower than initially anticipated. The commencement of the transition to North Carolina is scheduled for around May 20th. In Mexico, we are observing instances of withering, blemishing, and malformations. Certain regions have concluded their season. In general, the blueberries possess satisfactory qualities in terms of their color, size, and flavor. The recent prolonged period of high temperatures has resulted in a decrease in production. Typical blues have a size range of 12-23 mm. Organizations will experience a decline in production starting in mid-June. The quality of Oxnard is commendable. The majority of the faults that have been resolved are primarily attributed to issues with color, softness, and shriveling. The maximum level of volume has been reached, and volume will gradually decrease as we progress into the month of June. The production levels in the Central Valley are steadily increasing and will continue to do so for the next few weeks.

Berries—Raspberries



The central region of Mexico will experience a downward trend for the rest of the season. A stratified market is emerging for raspber-

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ries based on the quality and availability offered by different growers. This is expected to persist over the following fortnight. Fruit that is more expensive tends to have greater quality and, more importantly, consistent crossings. Anticipated increased output from the California regions is expected to occur around the end of this week and continue into next week. Watsonville commenced last week and the figures are rapidly rising as we encounter pleasant weather. The Oxnard crop yields are increasing. The economy of Santa Maria is stagnant and anticipates low figures for the upcoming fortnight.

Berries—Strawberries



This week, the Watsonville and Salinas communities have encountered sunny and mild temperatures. The daytime temperatures have consistently ranged in the mid 60's, while the nighttime temperatures have remained in the mid 40's. Last Saturday, we experienced precipitation in the form of rainfall, with a total accumulation ranging from 0.25 inches to 0.50 inches, occurring from the morning until early afternoon. The weekend is expected to have increasing temperatures, ranging from the high 60's to low 70's during the day and the high 40's to low 50's during the night. Watsonville is currently experiencing an increase in output as the season progresses, resulting in the production of enormous quantities. Additionally, the city is anticipating a pleasant weekend ahead. The standard count for conventional cases is 10-14, while organic cases typically have 16-18. Both methods exhibit desirable characteristics such as a glossy appearance,

substantial size, vibrant red color, and pleasing taste. However, all producers are encountering sporadic instances of deformed fruit, dry calyx, soft tips, and limited occurrences of pinrot. Production in Santa Maria is rapidly increasing. The anticipated maximum volume is projected to occur in late May. Anticipated volumes in June are expected to continue elevated until after the 4th of July vacation. The production in Oxnard is nearing its conclusion. The Mexican season is toward its conclusion, resulting in decreased supply that ultimately reaches the local Mexican market.

Citrus—Lemons

Alert



The lemon market in California is facing growing limitations due to the emergence of quality problems in District 1 produce. During the production phase in District 2, the main focus is on enhancing the quality of the products. This emphasis on quality will continue to exert downward pressure on pricing until Argentina starts supplying the East Coast. There is an abundance of bed sheets with a thread count of 140 or above, but it is difficult to find smaller sizes like 200 and 235.

Citrus—Limes



This week, there is a greater supply of limes and their prices are decreasing due to reduced demand after the Cinco de Mayo retail event (which is not actually a holiday, as you may already know). Suppliers are actively seeking business opportunities, even for big quantities of fruit that just a week ago faced warnings of prolonged scarcity and increased prices at the point of sale.

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The outcome did not align precisely with their expectations. The pipeline remains full due to abundant supplies from Mexico and ongoing off-shore shipments. However, the quality has been inconsistent, resulting in the necessity for regrading. The market has exhibited volatility for several months, and there is a possibility that this fluctuation will persist. Although small sizes are still prevalent, acquiring larger fruit has become slightly more accessible.

Citrus—Oranges

The crop is currently at its highest point of production, resulting in larger fruit. There are special offers available for Navels in quantities of 36, 40, and 48. Customers have consistently remarked exceptional quality and flavor. The production of valencias is gradually improving. However, smaller sizes are expected to be limited during the summer, while 72 count and bigger sizes will have better prices and availability.

Grapes

The Autumn in Chile The market is primarily dominated by high-quality and high-priced variations. Other types of products experience condition problems, partially as a result of fumigation affecting their ability to be stored for a long time. Prices exhibit significant variation as marketers employ aggressive strategies to swiftly sell less desirable batches. The terminal markets are filled with an abundance of fruit that is in a state of distress. Anticipate these patterns until the complete shift to Mexican resources by the conclusion of May

Melons - Cantaloupe

As the offshore harvest nears its completion, there appears to be an increase in the availability of supplies. The sizes are predominantly larger, particularly for jbo and reg 9, and the quality is excellent. Simultaneously, certain seasonal contracts have concluded, but there are a few extensions. Mexico is rapidly increasing and consistently exceeding their production levels at extremely competitive costs. The distribution of sizes is causing the average to be influenced by a majority of regular sizes 9 and 12. The quality is satisfactory, but, the level of acceptance in the United States is restricted. Domestic production has been delayed until next week, and the production volume will not begin for another two weeks. The sizes are rather confused, with some appearing to reach their highest point on regular 9s and others on regular 12s. Prices this week experienced a little decrease due to the implementation of significant price reductions in order to facilitate the movement of surplus inventories. Next week, we anticipate a continued decline in the market, as the introduction of local production adds more pressure.

Melons - Honeydew

The offshore production is gradually decreasing, reaching its maximum sizes on jbo and reg 5s count. The quality is satisfactory. Mexico's production is strong, although the quality and sizes of their products are variable, with a focus on regular sizes 6 and 5. The cheap quotations have stimulated some demand, resulting in a slight stabilization of the most unfavorable segment



Alert



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of the market in Mexico. Domestic cantaloupe production is now delayed by one week, with some harvest expected by the end of next week and a larger volume anticipated the following weekend. Prices are expected to remain stable next week, with some instances of reduction.

Melons - Watermelon

The watermelon market has returned to a state of normalcy due to the inclusion of extra suppliers from Nogales. Florida is currently providing a limited supply of watermelons, and there are certain limitations on the destinations to which they can be transported. Production in Florida has been postponed as a result of decreased yields caused by problems during the harvest.



Pears

With the diminishing supply of D'Anjou, the market continues to remain stable. Typically, in June, the majority of shippers anticipate completing their shipping activities for the year. The upcoming harvest of California Bartlett pears is scheduled to commence in the region located south of Sacramento during the second week of July.



Pineapple

Spot market trading prospects are restricted due to suppliers prioritizing their contracts. The accelerated maturation of fruit due to tropical climatic conditions has led to a decrease in overall crop yields. The duration of the event is anticipated to extend until Memorial Day. The pineapples that have been impacted are 6ct with crowns and 7ct without crowns.



Stonefruit

We now have imported plums in our inventory. The supply of California cherries is expanding. However, apricots are limited this week but will be more readily available in the following week. We have white peaches in store, and the quantity is increasing. Additionally, we have an ample supply of yellow peaches, especially in the 60/64 size. The harvest of white nectarines typically begins in the second to third week of May, but the availability of yellow nectarines is currently restricted but is expected to increase in volume within the next 1-2 weeks. Production of California plums commences during the final week of May.



Vegetables

Asparagus

Indiana, Washington, and Michigan are scheduled over the upcoming weeks. Mexico is already cultivating asparagus in the Baja region and will maintain a steady supply



throughout the summer season.

Avocados

The Avocado market is now experiencing an excessive supply. After the busy preparations leading up to Cinco de Mayo,



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the surplus of fruit is negatively impacting the open market. The focus this week will be on depleting the existing inventory before compromising the quality. Suppliers are cognizant of the fact that they may have to engage in this conflict for a prolonged duration. According to our sources, there is an abundant supply of fruit available in all sizes.

Bell Peppers

Bell peppers are currently undergoing a period of change in the Eastern region. Georgia will commence in a casual manner during the weekend, with increased activity expected 7-10 days thereafter. Typically, in the start of a crop, we will observe larger sizes initially. Currently, the retail quality and sizing of products are originating from Plant City and a few recently established fields in southern Florida. The majority of what is left in the southern region of the state consists of smaller fruit and lower quality produce. The Coachella, CA location in the Western region is currently operational with high-quality products, appropriate sizing, and substantial quantities. Mainland Mexico is currently experiencing the end of the season, with predominantly high-quality fruit available, along with a small number of medium and large-sized fruits. Their activities will conclude soon, transferring the responsibility of the agreement to California. With the conclusion of Western Mainland Mexico's crop season, we are now observing a predominance of large and medium-sized crops. This shift in focus directs our attention towards Central Mexico's Summer crops and our neighboring



country, Canada, for retail products. Housing in central Mexico is now seeing a moderate level of activity, and this trend is expected to continue in the foreseeable future. Canada has production facilities in both the eastern and western regions, both of which are known for their high quality and diverse range of sizes. The numerical figures of Canada have experienced a slight decline this week, however, they are expected to rebound during the next 3-5 days.

Broccoli

Growers are already entering fields that were planted during the high rain season of the previous winter, and yields are relatively low, indicating that the market is gaining momentum. Anticipate a deficiency in supplies for the upcoming 7 days. The quality is satisfactory, but there are still sporadic instances of brown beads that can be seen, they are often negligible.



Brussel Sprouts

There is an ongoing availability of robust supplies, and promotional pricing is now being offered. The quality of the Mexico crop remains high, and domestic production has now started with a modest harvest.



Cabbage

The month's supply of green cabbage is significantly more than usual. With Oxnard and Yuma continuing to produce high-quality goods, it is anticipated that the market and supplies will continue to be stable over the next few weeks.



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Carrots

Whole carrots have a consistent and stable market demand. The Imperial Valley has been the primary region for cultivation. The Bakersfield region is upcoming. The size appears good.



Cauliflower

Yields have begun to rise, and the weather for the rest of the week will be exceptionally pleasant in both Santa Maria and Salinas. The current market is seeing a decline in comparison to its state at this time last week. We anticipate a further decrease before reaching a point where supply and demand are balanced.



Celery

Anticipated decrease in supplies expected for the month of May. As is customary during this season, we are beginning to discover seeders in products originating from Oxnard. Currently, the seeders are approximately 1-2 inches long, which is not out of the ordinary. However, it is anticipated that the seeders will grow larger as we approach the end of May. Salinas is scheduled to begin in the first week of June.



Cilantro

Supply and quality are both satisfactory, and Oxnard and Salinas have made significant strides in terms of market pricing. It is anticipated that supplies will stay unchanged.



Cucumber

Currently, the production of new crop cucumbers in Georgia has been progressing at a sluggish pace. However,



we anticipate a significant increase in harvests within the next 7 to 10 days. The quality of the Eastern crops has been satisfactory, although not flawless, which is typically expected. The upcoming region to be addressed is Eastern North Carolina, with a tentative commencement date of around June 1st. The Western region has a substantial supply of fruit sourced from multiple growing regions, including Sinaloa, Sonora, Baja, and Central Mexico. The production in Sinaloa is decreasing, but we have recently initiated a new crop, which includes a variety of high-quality fruits. Due to the high temperature in Sonora, the amount of production is slightly lower and the quality is slightly inferior compared to other regions. Cucumbers are currently available in both Baja and Central MX, and there will be an increase in volume, especially in Baja. The quality of a field/crop is primarily contingent upon its age at the time of harvest.

Eggplant

East region has a large abundance of eggplant, with the majority of the supply originating from Plant City. The quality of the fruit is diverse, although there are some excellent options available. Expect the commencement of Georgia in approximately 2-3 weeks. The Sinaloa season is rapidly approaching its conclusion, characterized by low volume and predominantly below-average quality. The cultivation of cannonball types has commenced in the California desert, while another producer will introduce the conventional teardrop-shaped choice in the upcoming week. Anticipate a reduced supply in this region due to the decision of multiple growers to not participate this year.



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Green Onions



Production is steadily increasing as markets become more stable. Despite the impact of Spring weather on fields, some growers are still facing quality concerns. However, there has been an overall improvement in quality.

Kale



There is an anticipation that there will be an abundant and high-quality availability of kale this week. Presently, there is a favorable occasion to advocate for the promotion of kale.

Lettuce—Tender Leaf



There will be a scarcity of tender leaf goods, such as cilantro and Italian parsley, in the upcoming weeks. Due to the recent heavy rainfall and excessive moisture, Quality is currently facing a challenge with bacterial spots. These markets will continue to have limited supply and high demand over the next few weeks.

Lettuce—Iceberg

Alert



Due to the increased demand during the Holiday season, there is limited supply of this commodity at the beginning of the week. Salinas is the predominant area for production, although Santa Maria is also a viable alternative. The production has been hindered by the cool weather, but, it is anticipated that the upcoming week will bring warmer temperatures, potentially leading to an increase in production. Items with extra value will be increased in importance over the course of the week. Com-

mon faults include lightweights, discolorations, and malformed heads. Anticipated improvements in the availability of resources are projected in both northern and southern California following the conclusion of this week.

Lettuce—Leaf

Alert



There will be a scarcity of green leaf, and red leaf throughout the week. Anticipate a severely restricted availability of romaine hearts. The prices of green leaf goods will be increased. The prevalent faults mentioned include staining, dark butts, lightweights, twisting, and small bunches. Additionally, there have been reports of peripheral and apex scorching. Over the upcoming weeks, the quality is expected to be satisfactory, after which more fields will be harvested.

Lettuce—Romaine



There is a limited quantity of supplies available, and their quality is satisfactory. However, there is a high level of demand for these supplies. All cultivators have shifted to Salinas. The market price has risen. The supply is anticipated to remain limited due to higher market pricing.

Mushrooms



The quality and supply of brown and white have both improved as a result of the weather, which indicates that there will be a consistent supply for the next few months. Now is a fantastic moment to promote something.

Onions



Precipitation in Texas, as well as in certain eastern areas, has caused

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some concern over the onion industry in Texas. There have been no reports of substandard product resulting from the last rainfall, but exercise caution. The Reds maintain their position as the frontrunners in terms of availability. The Imperial Valley of California is currently producing goods at a high rate and has been securing numerous contracts, which has overshadowed the spot markets. I anticipate the individuals from the Imperial Valley to negatively impact the market, although the market is sustained because to high demand. If there is a slightly higher level of manufacturing than usual, they are discreetly distributing the product to major clients.

Peppers Chili

Chili peppers can be found in Plant City, FL and in a limited quantity in southern Florida. Poblanos, serranos, and tomatillos remain scarce, while there are ample supplies of jalapenos and Cubanelles. The overall quality is satisfactory, although there are some color discrepancies observed in Cubanelles as a result of high temperatures. The supply will gradually move northward in a few weeks when Georgia begins its operations. The chili pepper volumes of Mexico have increased due to the commencement of Sonora crops. Poblanos and serranos are still in limited supply, but jalapenos and tomatillos are readily available. Next week, please search for additional poblanos and serranos, as these items typically have a slower start compared to others.



Peppers Mini Sweet

As This week marks the final availability of fruit grown in Sinaloa. There is a small, advanced technolog-



ical product located in Central Mexico. However, the availability of supply is expected to remain limited until Baja commences in approximately 6 weeks. The quality of the product is inconsistent, with issues such as greening and a short shelf life being identified as areas of concern.

Potatoes

The market remains stagnant, exhibiting high quality. Idaho currently has a surplus of potatoes due to increased crop production. Increased availability on smaller sizes.



Squash-Yellow & Zucchini

There is an abundance of resources available in multiple locations. Nogales remains linked to Florida, with further connections to emerging regions in California and Georgia. In the upcoming weeks, anticipate a consistent provision of high-quality goods.



Hard Squash

While Florida has produced some acorn squash, Honduras continues to supply butternut and spaghetti squash to the Eastern region for a few more weeks. Georgia will become available online approximately on June 1st, coinciding with the completion of the import process. Mainland Mexico still has a few more weeks still for the cultivation of hard squash. The quality of butternut squash has been consistently excellent, while acorn and spaghetti squash have generally been good, with only occasional issues of scarring and color difficulties.



A Fresh Take on Value-Added Distribution

Flowers

This Mother's Day, we honor all the amazing women who've touched our lives. Whether it's a mom, aunt, sister, or mentor, surprise them with the perfect flowers.



DiMare Fresh Locations



Dallas/Fort Worth
4629 Diplomacy Rd
Fort Worth, TX 76155
Tel. 817-608-0010



Houston
9221 Park South View
Houston, TX 77051
Tel. 713-688-0278



Sacramento
4050 Pell Circle
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Scranton
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