

Fresh News

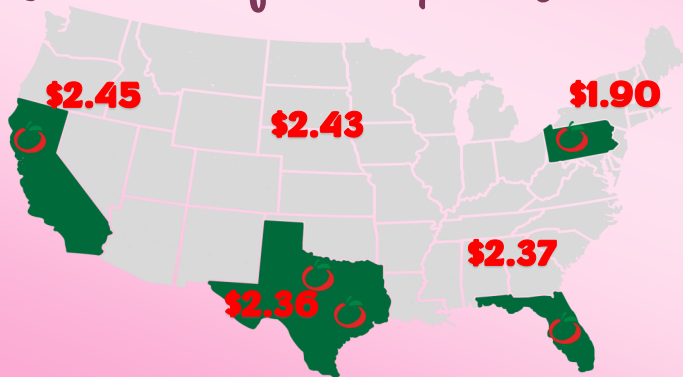


Market Alert

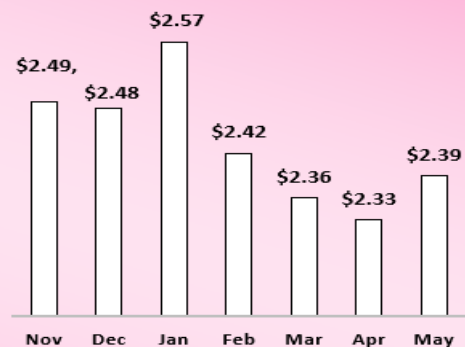
- ◇ Lemons
- ◇ Oranges
- ◇ Lettuce Iceberg
- ◇ Lettuce Leaf
- ◇ Tomatoes



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

<p>+62° <small>+63° F +50°</small> Watsonville Saturday, 18</p> <p>Sunday +61° <small>+48°</small></p> <p>Monday +66° <small>+47°</small></p> <p>Tuesday +71° <small>+45°</small></p> <p>Wednesday +63° <small>+49°</small></p> <p>Thursday +64° <small>+47°</small></p> <p>Friday +62° <small>+48°</small></p> <p>See 7-Day Forecast ...</p>	<p>+60° <small>+63° F +52°</small> Salinas Saturday, 18</p> <p>Sunday +65° <small>+46°</small></p> <p>Monday +70° <small>+48°</small></p> <p>Tuesday +72° <small>+48°</small></p> <p>Wednesday +59° <small>+49°</small></p> <p>Thursday +65° <small>+49°</small></p> <p>Friday +64° <small>+50°</small></p> <p>See 7-Day Forecast ...</p>	<p>+98° <small>+98° F +68°</small> Culiacan Saturday, 18</p> <p>Sunday +105° <small>+70°</small></p> <p>Monday +99° <small>+70°</small></p> <p>Tuesday +100° <small>+70°</small></p> <p>Wednesday +99° <small>+70°</small></p> <p>Thursday +103° <small>+68°</small></p> <p>Friday +104° <small>+69°</small></p> <p>See 7-Day Forecast ...</p>	<p>+91° <small>+92° F +78°</small> Ruskin Saturday, 18</p> <p>Sunday +87° <small>+79°</small></p> <p>Monday +86° <small>+78°</small></p> <p>Tuesday +88° <small>+72°</small></p> <p>Wednesday +89° <small>+72°</small></p> <p>Thursday +87° <small>+75°</small></p> <p>Friday +87° <small>+75°</small></p> <p>See 7-Day Forecast ...</p>	<p>+63° <small>+64° F +43°</small> Yakima Saturday, 18</p> <p>Sunday +67° <small>+40°</small></p> <p>Monday +73° <small>+43°</small></p> <p>Tuesday +62° <small>+47°</small></p> <p>Wednesday +57° <small>+44°</small></p> <p>Thursday +67° <small>+44°</small></p> <p>Friday +53° <small>+48°</small></p> <p>See 7-Day Forecast ...</p>
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A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

The Ruskin/Palmetto's roma crops have been accelerated by the high temperatures, causing growers to be much ahead of their intended harvest timelines. This indicates that the season will conclude earlier than anticipated, most probably around Memorial Day. Quincy and Georgia will provide a small quantity of romas towards the end of May or the beginning of June, but it will not be sufficient to satisfy the demand. The Eastern region will anticipate the commencement of activities in the Tennessee/North Carolina area by approximately July 4th. The tomato supply is robust this week due to the convergence of plants caused by the heat, benefiting all growers. The harvests are currently occurring 7 to 10 days earlier than expected, resulting in an earlier conclusion than usual. By the midpoint of the upcoming week, all individuals will have completed the selection of the best options and will proceed with the second-best choices, as long as they meet the standards of quality and size. It is highly probable that this process will be concluded by the final week of May. This week, there will be enough grape tomatoes available for the Eastern region. Production has maintained a consistent level, and the quality is predominantly satisfactory. The commencement of South Carolina's crop season is scheduled for approximately May 25th, while crops in north Florida and Georgia will also begin during this period.



Mexico

There is a shortage of Western supply this week. With the exception of a few recently established areas in Hermosillo and Guasave that will continue operations until June, the most of the agricultural production in West Mexico is gradually coming to an end for this season. The quality has been satisfactory. Both Baja and East Mexico are in the early stages of production, and now, the quality of the fruit is satisfactory, while the quantity available is limited. In the upcoming 3-4 weeks, we anticipate an increase in the availability of crops and a steady improvement in the supply. The supply of round tomatoes in the western region is currently undergoing a period of change. The activities in West Mexico are gradually coming to an end. In contrast, the fruit in Baja and East Mexico is currently in the early stage of the season, resulting in a limited quantity of large fruit with excellent quality. However, the fruit is smaller and of worse quality in comparison. The volume is expected to increase in the upcoming weeks as additional growers bring their products to the market. Additionally, it is worth mentioning that the California desert commenced this week. The Valley is scheduled to commence in early June. The production of grape tomatoes in the western region, particularly in the Sinaloa area, is gradually decreasing and is expected to come to an end by the end of this month. The quality of the harvest has been diminishing, concomitant with a decrease in the number of harvested crops. During the Summer season, most of the Western supply will shift to Baja, with a small amount of greenhouse grapes available in Eastern/Central MX. Similar to the previous year, it is anticipated that the total area of Baja will be smaller. However, they have been initiated in a casual manner and are expected to experience gradual growth in volume over the upcoming weeks.



Bananas

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



A Fresh Take on Value-Added Distribution

Fruits

Apples

The availability of Apple products will continue to be robust throughout May and extend into June. Exceptions will be made for galas and golds, as golds will be completed in June and galas will remain scarce but will not have a gap before the new crop. From now until the end of June, the prices of Pink Lady and Honey Crisp apples will increase progressively. During the summer, there will be ample quantities of Reds, Granny Smiths, and Fujis available.



Berries—Blackberries

The Mexican products have outstanding quality, but their quantity has decreased as a result of consistently elevated temperatures. We have observed some instances of quality problems occurring outside of the region, primarily due to heat. Flowers are currently in bloom in the Salinas and Watsonville regions. By the conclusion of next week, we should expect a modest quantity of items to be collected.



Berries—Blueberries

This We have observed certain quality concerns arising from Mexico. Intermittent occurrences of fruit shriveling, scarring, and deformity have been reported. The Central Valley is experiencing a rise in production due to the favorable impact of warmer weather on the availability of resources. Florida and Georgia are currently experiencing



high levels of activity with minimal issues regarding the quality. The season in Oxnard is coming to an end.

Berries—Raspberries

The production and quality of Mexican raspberries are being adversely affected by high temperatures. The upcoming week will mark the third consecutive week of consistently high temperatures in the 90s. Growers persist in harvesting crops prematurely in an effort to anticipate and avoid the effects of high temperatures. The Salinas and Watsonville communities are preparing for improved statistics in the upcoming weeks.



Berries—Strawberries

Anticipate a modest decrease in temperatures around the central coast. The daytime prediction predicts temperatures reaching the upper 60's, while the nighttime temperatures are expected to drop to the mid 50's. Despite minor difficulties like as malformed fruit, we are observing a rise in production from Watsonville and Salinas, accompanied by satisfactory quality. The sizes have decreased marginally, with the majority of ranches producing shrimp that are 18 to 20 in count. Santa Maria is currently facing quality issues, but anticipates enhancing production and packaging in the near future. Oxnard's season has concluded.



A Fresh Take on Value-Added Distribution

Citrus - Lemons

The lemon production in District I is concluding, but District II is reporting ample supply. Nevertheless, there is still a scarcity of smaller sizes, particularly those below 140, and there is a limited availability of sizes 200/235. We have ample stock of sizes 75/95 available this week. Market conditions are improving in general.



Alert Grapes

Inventory levels are increasing in both coastal zones, resulting in a wider range of available kinds. The market continues to experience robust demand, leading to favorable conditions. The high quality of our products will provide us with a strong foundation as we enter the start of the Mexico harvest season, guaranteeing a consistent supply in the upcoming weeks.



Citrus - Limes

Limes are being traded at reduced prices this week. The USDA reports that larger fruit remains more difficult to obtain, with a rating of 110 out of 150. On the other hand, smaller fruit, specifically those with a size of 175 or smaller, are more readily available and are currently priced at their lowest levels of the year. Anticipated surge in demand is expected in the upcoming days as the shipment of fruit for Memorial Day commences. The availability of imported fruit has diminished and may further decline due to deteriorating market conditions. Observing little scarring and spotting, but the overall quality is satisfactory.



Melons - Cantaloupe

As anticipated, the cantaloupe market experienced a significant surge. The offshore winds are ceasing and the volume has been limited. The size is very enormous while the quality remains satisfactory; nonetheless, their quantity is gradually diminishing. Mexico is experiencing an increase in costs, particularly for 9 count products, due to a decrease in offshore supplies. This is because the contracted volume still needs to be filled. Typically, we would expect to witness domestic provisions from the Yuma/Imperial Valley engaging in contractual transactions. However, the agreement has been delayed and repeatedly postponed. The production is yielding limited quantities, specifically 12 and 15 units. Offshores will become obsolete next week. Domestic suppliers will continue to have challenges in terms of size and volume, which will require contracted supplies to hunt for alternatives in the open market. Mexico will continue to export cantaloupes, but it is well-known that certain regions inside the country do not consume Mexican cantaloupes. We anticipate a period of high volatility.



Citrus - Oranges

Substantial quantities of larger-sized fruit available, with special pricing for orders of 36, 40, and 48-count. The present level of quality is currently at its peak for this season. Although the production of valencias is increasing, it may be challenging to find smaller sizes throughout the summer. We recommend transitioning to larger sizes, if feasible.



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A Fresh Take on Value-Added Distribution

ty in the cantaloupe market over the next few weeks due to limited availability of desirable sizes, resulting in increased costs.

Melons - Honeydew

Supplies have decreased as the offshore season rapidly approaches its conclusion. The sizes of offshore peaks are reaching their maximum on 5s and jbo 5s. Mexico is currently seeing a steady supply of smaller-sized products, primarily in the range of 6s, with a few 5s and 8s. The quality of these products is satisfactory. The domestic season has not yet begun, but it is scheduled to start within the next two weeks. During this time, the domestic cantaloupes will be relatively tiny in size. Mexican cantaloupes are very popular in the home market, as they are able to meet demand at significantly lower prices compared to imported cantaloupes. Anticipated market demand for the upcoming week is projected to be weak, and it is advisable for Mexico to fulfill the commitments. Prices may experience a slight increase, particularly for the 5s due to limited availability, but otherwise we anticipate minimal changes.



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

The Bartletts and Bosc varieties of pears have concluded their season, with limited availability at a significantly elevated market price. If feasible, it is advisable to avoid them and instead go for D'Anjous, which will be accessible until the commencement of the next season.



Pineapple

The demand is robust and exceeds the available supply, resulting in a growth in export volume. The scenario is anticipated to gradually enhance on a weekly basis. The port delays anticipated this week are unlikely to result in significant problems.



Stonefruit

Currently, there is a good supply of imported plums, and there are abundant quantities of California cherries and apricots. White peaches are currently in high supply, with their volume steadily increasing. Yellow peaches, on the other hand, are plentiful and have slightly larger sizes. White nectarines are only accessible in small amounts, but yellow nectarines are also available but in restricted quantities. California plums are scheduled to commence in late May or early June.



A Fresh Take on Value-Added Distribution

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.



Avocados

The avocado market is now experiencing a lack of demand. The surplus supplies left over after the Cinco de Mayo sales surge, along with the influx of fruit from South America, are severely constraining the open market. As long as there is an excess of stuff, we will continue to have a period of low prices. Urge your preferred stores and eateries to actively endorse avocados. We have an ample stock of all sizes available.



Bell Peppers

The supply of colored bell peppers is slightly reduced this week due to a temporary break in plantings by most growers in both Eastern and Western Canada. Nevertheless, our crops are flourishing, ensuring that our supply is sufficient. The upcoming release of the Canada product is anticipated to occur in late May or early June. In southern Mexico, farmers in the western region are still cleaning up, while the agricultural conditions in central Mexico have remained quite stable. The text is short and



does not provide any information. The presence of reds has been very limited this week, and it is possible that oranges and yellows will exhibit a similar pattern of occurrence in the near future. The production of bell peppers in the eastern region is shifting from south Florida to Georgia, with a certain amount of produce being available in the Plant City area. The initiation of Georgia has been somewhat delayed and the presence of precipitation during the week has further hindered progress. However, we may anticipate a notable increase in quantities within the upcoming 5-7 days. The majority of the Florida product is from older plants, hence we are continuously monitoring its quality. The commencement of our pepper harvests in Eastern North Carolina is currently planned for June 15th. Retail pepper in the Western region is sourced from the Coachella area, which offers sufficient supply, larger sizing, and excellent quality. Mainland México will conclude soon, since they are left with primarily select bells and lesser sizes. The next location on the agenda is the Bakersfield, California area.

Broccoli

Yields in California are currently below average. Furthermore, the conclusion of the Southwest growing regions in the United States and the completion of winter season production in Mexico have also influenced both the price and demand. The markets are expected to maintain their strength for



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around the next 10 days.

Brussel Sprouts

There is an ongoing availability of robust supplies, and there are reduced prices currently being offered. The quality of the Mexico crop is currently satisfactory and is expected to decrease in the next few weeks, while domestic production has started with a better harvest.



Cabbage

The availability of resources is consistent and the quality is excellent. Anticipated stability in the upcoming weeks is projected for availability from Oxnard and Salinas, as well as for the markets and supplies.



Carrots

The demand for whole carrots remains stable. Currently, the Imperial Valley serves as the primary zone for economic expansion. The Bakersfield region is upcoming. The dimensions appear to be satisfactory.



Cauliflower

This week, there has been a notable enhancement in both the quality and availability of cauliflower. As the weekend approaches, it is probable that this market will have a downward trend.



Celery

Anticipated decrease in supplies expected for the month of May. At this time of the year, it is customary to discover seeders in products originating from Oxnard, which is having an impact on yields.



The manufacture of Santa Maria is also restricted, particularly for sizes 24. Prices will continue to be elevated until we commence operations in Salinas, as projected for the first and second week of June.

Cilantro

Supply The supply is restricted, and the quality is satisfactory.



The market prices have risen, and the supplies are being shipped from Oxnard and Salinas. Anticipated deficits in supply and expanded markets are expected in the upcoming weeks.

Cucumber

There are a small number of cucumbers left in south and central Florida, but the most of the cucumbers in the Eastern region are currently being handled by Georgia this week. There has been an increase in volume since our last report, although the rain this week has created some disruptions. The quality has been satisfactory, however, the Eastern product does not quite match the level of perfection exhibited by some of the Mexico fruit at its peak. The commencement of our Eastern Carolina program is scheduled for around June 1st. This week, the availability in the West is reliable and sufficient. There are reports indicating that the product in Sonora and Sinaloa is not being transported effectively, which is causing concerns about its quality. These two locations will be completed within the next 2-3 weeks. Baja is being primed to be the star attraction on cucumbers. The cultivation has already commenced



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and it is anticipated that numerous additional growers will commence operations within the following 7-10 days. By the second week of June, Baja is expected to experience significant increases in its trading volumes. The quality of Baja's output has been consistently great thus far.

Eggplant



Plant City has always been the primary location for the production of a large quantity of Eastern eggplants, but the issue of maintaining high quality has grown increasingly difficult. Several growers discarded high-quality fruit in the field because of low market prices and subsequently reduced the amount of land used for cultivation, resulting in a decrease in supply. The commencement of Georgia is anticipated to occur on or around June 1st, and it will be succeeded by Eastern Carolina approximately on June 20th. The Sinaloa season is already approaching its conclusion with low volume and predominantly #2 quality. The cultivation of crops in the California desert has commenced, but, the current number of active farmers is limited to only two. Consequently, the supply of crops will stay restricted until cultivation in more northern regions begins.

Green Beans



While there are still some beans in northern Florida, the majority of the volume is found in Georgia. The quality has been satisfactory, although, there may be a temporary effect from the rainfall that occurred this week. Georgia should continue bean production until the end of June, at which point the harvests will

shift to Tennessee and North Carolina in July. This week, there is a scarcity of supply in the Western region. Mainland MX is becoming obsolete and will gradually decrease with restricted provisions for the following 7 to 10 days. In California, we anticipate the commencement of a few activities in the Watsonville/Salinas valley and the Stockton/Brentwood area during the first to second week of June. Baja and Fresno are expected to commence operations in the upcoming weeks. Currently, the supply will be restricted, originating from Mainland Mexico and a limited number of locations in southern California.

Green Onions



Production is steadily increasing as markets become more stable. Despite the challenges posed by Spring weather, growers are still grappling with quality difficulties as they sift through affected areas. However, there has been an overall improvement in both quality and availability.

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



The supply is anticipated to be consistent, characterized by satisfactory to moderate quality, and accompanied by strong demand. The majority of individuals have relocated to Salinas, and enhancements are anticipated in the upcoming weeks.

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Lettuce—Iceberg

The frigid climate in the Salinas valley has caused a significant decrease in productivity within the entire commodity industry. There is a high probability that this will persist both throughout the current week and the following week. Salinas is the primary cultivation area for this crop. Production in Santa Maria will be minimal for the entire week. By Friday, a second tier will be implemented for value-added items. Discoloration, lightweightness, and misshapeness are frequently recognized as the most prevalent flaws.

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months. Now is a fantastic moment to promote something.

Onions

The quality is consistently high in all cultivation areas, and there is a stable level of demand. The market prices for yellow and white are stable, but prices for red are rising. The availability of reds is scarce or non-existent, while the supply of big yellow is starting to become limited. California has implemented restrictions on some activities. A number of cultivators anticipate commencing operations in New Mexico within the upcoming week, while activities in Texas are nearing completion. The reds will exhibit a high level of constraint throughout the summer.



Lettuce—Leaf

The growth of romaine and green and red leaf lettuce in the growing regions is still being hindered by the persistent chilly weather. Romaine hearts are also impacted. This is a problem that affects the entire industry. This week, the prices of romaine and green leaf goods will continue to increase. There are numerous grievances regarding the lightweight nature, small dimensions, brown hue of the buttocks, twisting, and discoloration.

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Peppers—Chili

The cultivation of chili peppers in South Florida is complete, with the exception of jalapenos. As a result, Plant City has become the primary region for growing chili peppers in the eastern part of the state. Poblanos and serranos exhibit timid behavior, whilst the remaining types possess substantial quantities. Only Cubanelle peppers are affected by quality difficulties because to the adverse influence of hot temperatures on their quality and color. Georgia is expected to commence operations in the coming week, which will significantly enhance the supply in the Eastern region. Mexico chili pepper production has increased for most varieties, however there is slower growth for poblanos and serranos. Chilies can be found in Sonora, Central Mexico, Baja, and even a few have emerged in the California desert. The recently introduced fruit from Baja, namely tomatillos and poblanos, has shown to be exceptionally de-



Lettuce—Romaine

The supply is limited and the quality is satisfactory, but there is a high demand. The supply is anticipated to be limited due to an intensified market.



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



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lightful thus far.

Peppers Mini Sweet

Due to the completion of West Mexico fruit harvest, the availability of small sweet peppers is currently limited. There is a little high-tech product in Central Mexico, but the supply is expected to remain limited until production begins in Baja in July. The quality of the product is diverse, with concerns such as greening and a short shelf life being mentioned.



Potatoes

The market remains stagnant, exhibiting high quality. Idaho currently has a surplus of potatoes due to increased productivity, making it an opportune moment to promote this crop.



Squash—Yellow & Zucchini

This week, Plant City and Georgia are the locations where yellow and zucchini squashes are available. The supply has been satisfactory, but, we may anticipate a decrease in the availability of high-quality products for a period of 5-7 days due to the rainy weather experienced in Georgia this week. Plant City may be encouraged to continue participating in the game for a longer duration due to the allure of inexpensive markets, which had tempted some individuals to withdraw. The quality has been subpar this week, but we anticipate improvements as growers overcome the impact of rain on the fruit. New crops will be introduced in Eastern NC within the next 10-14 days. Availability is somewhat limited in the Western region. Sonora is nearing the end of its season, and it is widely anticipated that the deal will be final-



ized within two weeks. California has commenced limited production from the Selma/Fresno region. Santa Maria is about to commence operations and is expected to have sufficient inventory by the first week of June. Baja is imminent.

Hard Squash

The situation with Eastern hard squash remains mostly unchanged, with only a limited supply of indigenous acorns in Florida, while butternut and spaghetti squash are being imported from Honduras. Georgia is expected to become operational in early June, coinciding with the completion of the imports. Mainland Mexico is still many weeks away from finishing the hard squash season. The acorns will be completed in 2 weeks, while the butternut and spaghetti squash will take an additional 3-4 weeks. The overall quality is stable, although we have observed a few batches that have experienced difficulties related to aging. The supply is commencing the shift to California, with the desert region currently operational in a limited capacity. The traffic in this area is now limited, but Bakersfield/Selma will experience higher numbers once they commence operations in mid-June.



A Fresh Take on Value-Added Distribution

Flowers—Every Day Program

- Fixed pricing programs
- Various price points focused on shopper demographics
- Customization capabilities



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
Sacramento, CA 95838
Tel. 916-921-6302



Scranton
301 Genet Street
Scranton, PA 18505
Tel. 570-342-3121



Tampa
8150 Eagle Palm Drive
Riverview, FL 33578
Tel. 813-671-8200

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