



Fresh News

Market Alert

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

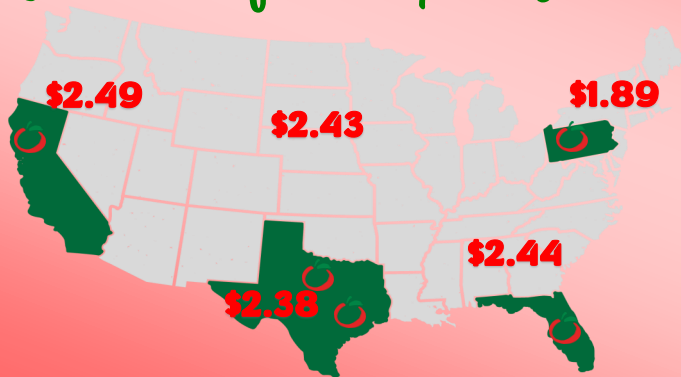
HAPPY
Memorial
DAY

To those who courageously gave their lives and those who bravely fight today.

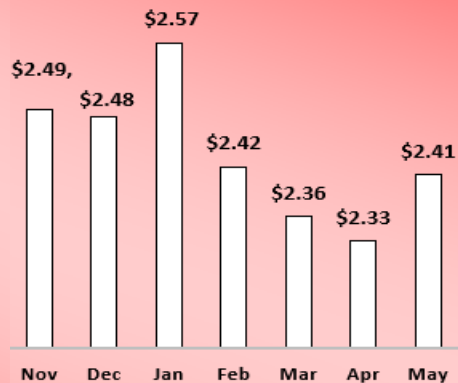
THANK YOU!

From all of us at
DiMare Fresh

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+61° +65°
F +48°
Watsonville
Saturday, 25

Sunday	+62° +43°
Monday	+62° +46°
Tuesday	+69° +50°
Wednesday	+66° +47°
Thursday	+69° +46°
Friday	+68° +47°

See 7-Day Forecast

+60° +62°
F +48°
Salinas
Saturday, 25

Sunday	+65° +44°
Monday	+65° +47°
Tuesday	+63° +50°
Wednesday	+62° +48°
Thursday	+74° +47°
Friday	+69° +48°

See 7-Day Forecast

+106° +106°
F
Culiacan
Saturday, 25

Sunday	+104° +73°
Monday	+99° +73°
Tuesday	+104° +72°
Wednesday	+110° +72°
Thursday	+107° +71°
Friday	+102° +72°

See 7-Day Forecast

+91° +92°
F +78°
Ruskin
Saturday, 25

Sunday	+88° +75°
Monday	+87° +76°
Tuesday	+88° +77°
Wednesday	+92° +75°
Thursday	+89° +76°
Friday	+90° +74°

See 7-Day Forecast

+62° +65°
F +45°
Yakima
Saturday, 25

Sunday	+70° +43°
Monday	+76° +48°
Tuesday	+75° +52°
Wednesday	+64° +45°
Thursday	+73° +40°
Friday	+76° +49°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes

Alert

Florida

Ruskin The heat has accelerated the growth of Roma crops, causing growers to be much ahead of their intended harvest timelines. This implies that the season will conclude earlier than anticipated, most probably around Memorial Day. Quincy and Georgia will provide a little quantity of romas at the end of May or the beginning of June. However, the amount available is restricted and insufficient to satisfy the demand. The Eastern region anticipates commencing activities in the Tennessee and North Carolina area around July 4th. The current tomato supply is abundant this week due to the high temperatures, which have synchronized plants for all farms. The harvests are occurring 7 to 10 days earlier than expected, resulting in an earlier conclusion than usual. By the middle of next week, all growers should be done with their first pickings and will proceed with the second pickings, as long as they meet the standards for quality and size. It is highly probable that this process will be completed by the last week of May. Next, we will focus our attention on Quincy, with the anticipated start date being June 1st. At present, the quality is satisfactory and there is a pleasing variety of sizes. However, these features will diminish as we approach the latter stage of the season. Sufficient quantities of grape tomatoes are available for the East region this week. The production has maintained a consistent level, and the quality is predominantly satisfactory.



Mexico

Romas Western supply is currently limited this week. With the exception of some recently established areas in Hermosillo and Guasave that will continue operations until June, the majority of the volume of agricultural production in West Mexico is gradually decreasing as the season comes to an end. 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, but the quantity available is limited. We anticipate an increase in the availability of crops and a steady improvement in supplies over the following 3-4 weeks. Rounds Western supply is undergoing a period of change. In West Mexico, the fruit is becoming smaller and of worse quality as the season comes to an end. Meanwhile, in Baja and East Mexico, the season is just beginning, with a limited quantity of large fruit that is of good quality. The volume is expected to increase in the upcoming weeks as additional growers bring their product to the market. Additionally, it is worth mentioning that the California desert has commenced this week. The Valley is scheduled to commence in early June. In the Western region, we are observing a gradual decline in activity in the Sinaloa area, with expectations of it coming to a conclusion by the end of the current month. The quality of the harvest has been diminishing, concomitant with a decrease in the number of harvested crops. During the Summer season, the main supply of Western grapes will shift mostly to Baja, with a few greenhouse grapes available in Eastern/Central Mexico. Similar to the previous year, it is anticipated that the size of Baja's land area will be less. However, they have initiated in a casual manner and are expected to experience gradual growth in volume over the upcoming weeks.



Bananas

Unfortunately, supplies are behind schedule and presenting some shortages, especially on organics. Delays are being caused by weather related issues in Colombia and Ecuador.



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Fruits

Apples



During the summer, there will be a plentiful supply of Reds, Granny Smiths, and Fuji apples. During the month of June, there will be a gradual increase in the pricing of Pink Lady and Honey Crisp apples. The state of Washington is assessing the Gala crop. Given the limited market conditions in the second quarter, it is advisable to transfer the inventory of Galas apples to Fujis until September due to their limited availability.

Berries—Blackberries



The Mexican products have good quality, but their quantity has decreased as a result of consistently elevated temperatures. We have seen certain deficiencies in the region, primarily linked to high temperatures. Flowers are currently in bloom in the Salinas and Watsonville regions. By the conclusion of next week, we can expect a modest quantity to be gathered.

Berries—Blueberries



There are quality problems arising from Mexico. Intermittent accounts of fruit shriveling, scarring, and deformity have been documented. The Central Valley is experiencing a boost in production due to the favorable impact of warmer weather on available supplies. 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 hot heat is causing a decrease in both the production and quality of Mexican raspberries. The upcoming week will mark the third consecutive week with temperatures continuously reaching the high 90's. Growers persist in harvesting crops prematurely in an effort to anticipate and mitigate 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 concerns like as malformed fruit, we are observing a rise in production from Watsonville and Salinas, accompanied by good quality. The sizes have marginally decreased, with most ranches producing shrimp that are 18 to 20 count. Santa Maria is currently facing quality issues, but anticipates enhancing production and packaging in the near future. Oxnard's season has concluded.

Citrus—Lemons

Alert



The lemon harvest in District I is coming to an end, but District II is reporting ample supply. Neverthe-

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less, there continues to be 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.

Citrus—Limes

Limes are being traded at reduced levels this week. According to the USDA, it is more difficult to find large fruit (110/150 size) compared to smaller fruit (175's and smaller). The prices of smaller fruit have reached 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 will continue to decline due to worsening market conditions. Observing some scarring and spotting, but the overall quality is satisfactory.



Citrus—Oranges

Substantial quantities of larger-sized fruit, 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.



Grapes

Inventory levels are increasing in both coastal zones, resulting in a wider range of available kinds. The market continues to have robust demand, which is 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.

Melons - Cantaloupe

The Yuma season for cantaloupe has commenced, resulting in the early harvest of smaller melons, specifically 12/15s in size. Anticipate an enhancement in the size and substantial increase in quantity on a weekly basis during the month of June. The Brix levels currently vary from 11-14%, but they are expected to increase in the upcoming weeks.



Melons - Honeydew

Production of honeydew melons in Yuma has recently commenced and is steadily gaining momentum. Anticipate a reduction in size (6/8s) and enhancements during a span of 7-10 days. The transportation of Mexican crops, namely larger fruit, across the border was halted on the previous Tuesday, resulting in an increase in market prices.



Melons - Watermelon

The offshore watermelon season is gradually approaching its conclusion. Currently, Mexican watermelons can be obtained from Nogales and Texas. The higher temperatures in Northern Mexico have enhanced the quality and quantity of the product. Due to the meteorological conditions, there is currently a restricted supply of Florida watermelons accessible at the beginning of



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the season.

Pears

D'anjou is concluding his dealings with several shippers. There are now limited quantities of Bosc and Red Anjou remaining, however, these will be depleted by the conclusion of the month. The green Anjou market will experience elevated prices until the supply is completely depleted, most likely in late June or early July. California Bartlett pears from the fresh harvest will be accessible in the region located south of Sacramento, commencing in the second week of July. The early crop in California seems to be approximately 80% of the crop from last year.



Pineapple

Due to limited spot market options, suppliers are prioritizing their contracts. The accelerated maturation of fruit due to tropical climatic conditions has led to a decrease in crop yields. The size of the fruit is affected.



Stonefruit

Peaches, nectarines, apricots, and cherries are all in motion. The onset of plum season will commence during the final week of May. There will be an increase in the quantity and diversity of items available in June. Chile's Kiwi market is seeing a decline due to an increase in supplies. The quality and availability are satisfactory. In June, New Zealanders should achieve their target or desired level.



Vegetables

Asparagus

Mexico's production is decreasing, resulting in smaller sizes. Peruvian production is experiencing a continuous growth. Washington and Michigan are currently seeing a high level of activity and have ample supply. All the markets have a significant bias towards standard size. It is anticipated that the markets would maintain stability leading up to the weekend.



as a large quantity of fruit will be arriving in late-May/early-June. The size of the fruit is anticipated to reach its maximum at 60/70ct, which is atypical for Peruvian fruit being imported into the United States. Mexican fruit matures rapidly due to its elevated dry matter content. As the California fruit is becoming available, it will take more time to mature because it has a lower dry matter content.

Bell Peppers

The availability of colored bell peppers is slightly reduced this week due to a temporary pause in plantings



Avocados

The markets are exhibiting stability. Peru is approaching soon,



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by most growers in both Eastern and Western Canada. Nevertheless, our crops are flourishing, ensuring that our supply is sufficient. The upcoming shipment of Canadian products is anticipated to arrive in late May or early June. In southern Mexico, farmers in the western region are currently engaged in the process of clearing up, while the agricultural conditions in Central Mexico have remained rather stable. The occurrence of reds has been rather limited this week, and it is possible that oranges and yellows will follow a similar pattern in the near future. The production of bell peppers in the eastern region is shifting from south Florida to Georgia, and there is now a significant amount of peppers accessible in the Plant City area. Georgia has experienced a delayed start, perhaps due to unfavorable weather conditions, including a week of rain. However, we may anticipate a notable increase in production within the following 5-7 days. The majority of the Florida product is derived from mature plantings, hence we are actively monitoring its quality. The commencement of our pepper harvests in Eastern North Carolina is currently planned for June 15th. Retail pepper in the West is sourced from the Coachella area, which offers sufficient supply, larger sizing, and high quality. Mainland Mexico will conclude soon, as they have mostly sold out of preferred bells and lesser sizes. The next location is the Bakersfield, California area.

Broccoli



The broccoli supplies in Salinas and Santa Maria are acceptable, and the quality is excellent. As the weekend ap-

proaches, it is anticipated that this market will maintain stability.

Brussel Sprouts



The availability and standard of Brussels sprouts this week continue to be outstanding. Anticipated for the upcoming week, this market is projected to maintain stability.

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 consistent. Currently, the Imperial Valley serves as the primary cultivation area. Now we will discuss the Bakersfield region. The dimensions appear to be satisfactory.

Cauliflower



This week, there is an ample abundance of cauliflower, together with a high level of quality. There is a high probability that the market will experience a downward trend as we approach the weekend.

Celery



There is still a limited supply of large-sized products across the entire business. Due to the cold weather in the areas where crops are grown, the size of the produce has diminished and this pattern will persist throughout the week. Shippers are demonstrating their ability to handle and transport 36-count packs. Production in Cali-

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fornia primarily originates from the Oxnard/Santa Maria region. The harvesting in Salinas will commence in late June. Anticipate the removal of the value-added items later in the week.

Cilantro

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 scarcity of supplies and expanded markets in the upcoming weeks.



Cucumber

The markets are relatively stable. There is a remaining quantity of merchandise in Nogales and FL, however, both the supply and quality are diminishing. Baja will release its season figures by early June, and Georgia is experiencing an increase in volume.



Eggplant

Emerging steadily from the desert and heading towards Florida. Georgia will commence soon.



Green Beans

While there Some beans are grown in northern Florida, but most are in Georgia. The quality has been good, but this week's rain may affect it. Tennessee and North Carolina will harvest beans in July after Georgia finishes in June. Western supply is low this week. Mainland MX will gradually decline with limited supplies for 7–10 days. We expect some events in Watsonville/Salinas valley and Stockton/Brentwood in California in the first to second



week of June. Both Baja and Fresno should open in the coming weeks. Supply will be confined to Mainland Mexico and southern California.

Green Onions

As markets stabilize, production rises. Despite Spring weather, farmers are still having quality issues sifting through affected areas. Quality and availability have improved overall.



Kale

It is anticipated that there will be an abundance of kale supplies this week.



Lettuce—Tender Leaf

Items with fragile leaves, such as cilantro and Italian parsley, continue to be difficult to come by. A battle against bacterial spots is being fought by Quality as a result of the storms and the excessive moisture. Over the next couple of weeks, these markets will continue to be extremely volatile.



Lettuce—Iceberg

This week's markets have gotten off to a great start, and it is anticipated that this trend will continue throughout the week. Consequently, the Salinas valley is experiencing a shortage of supplies as a result of the chilly weather. In other words, the product is gradually expanding its market share. Similar difficulties are being encountered in the southern part of California. Over the course of the week, the price increases that are being implemented for value-added products will continue. Reports have been received regarding the presence of



Alert

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light weights, heads that are malformed, discolouration, and spongy heads.

Lettuce—Leaf

Alert

Both romaine lettuce and red leaf lettuce have a strong market. Because there is not enough demand in the market, green leaf is more pliable. All packs of romaine hearts will continue to continue to receive light supplies. During the growing season, plants are unable to develop according to their typical cycle because the weather in the growing regions is chilly. It is anticipated that the markets would become more relaxed the following week. Increases are made to the value-added Romaine products. There is a possibility that all leaf goods will arrive with small sizes, lightweights that are twisting, and brown butts at various points throughout the week. These are flaws that are observed across the globe.



Lettuce—Romaine

Supply is limited and of a satisfactory quality, and there is a high level of demand. The whole agricultural community has relocated to Salinas. There has been an increase in the market price. In light of the higher market pricing, it is anticipated that the supply will continue to be low.



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

The quality of the produce is consistently high across all cultivation areas, and there is a consistent and 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 becoming limited. California has implemented restrictions on some activities. Several cultivators anticipate commencing operations in New Mexico within the upcoming week, while activities in Texas are nearing completion. The reds will be constricted during the summer.



Potatoes

The current potato stockpiles have reached their highest point, with sizes ranging from 80 CT and smaller. 40 CTs and Burbanks are in high demand and are being sold at a higher price. Discounts are now offered on lesser dimensions.



Squash—Yellow & Zucchini

Due to Mexico's absence, there has been a severe reduction in supplies over the weekend, leading to a huge increase in costs. Furthermore, Georgia experienced precipitation last week, resulting in a decrease in the availability of high-quality products. California squash is insufficient due to a scarcity of warm weather. Santa Maria will experience a week with minimal activity.



A Fresh Take on Value-Added Distribution

Flowers—Every Day Program

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

*Memorial Day
Collection!*



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
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Scranton
301 Genet Street
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Tampa
8150 Eagle Palm Drive
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