

Fresh News



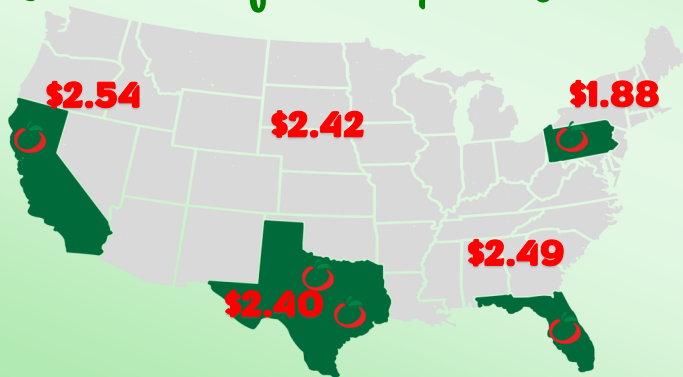
Market Alert

- ◇ Avocados
- ◇ Cantaloupe
- ◇ Lemons
- ◇ Lettuce—Various
- ◇ Oranges
- ◇ Onions

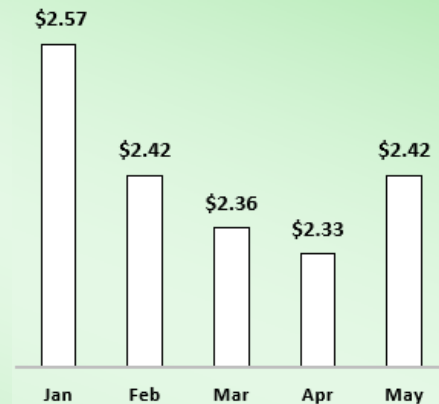


For over 40 years, DiMare Fresh has been the largest independent foodservice distributor in Texas.

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+68° +70°
F +51°
Watsonville
Saturday, 01

Sunday	+70° +52°
Monday	+69° +53°
Tuesday	+75° +50°
Wednesday	+74° +52°
Thursday	+66° +51°
Friday	+65° +53°

See 7-Day Forecast ...

+62° +62°
F +49°
Salinas
Saturday, 01

Sunday	+64° +55°
Monday	+69° +52°
Tuesday	+76° +50°
Wednesday	+77° +56°
Thursday	+70° +53°
Friday	+68° +53°

See 7-Day Forecast ...

+100° +103°
F +72°
Culiacan
Saturday, 01

Sunday	+103° +72°
Monday	+103° +71°
Tuesday	+100° +71°
Wednesday	+101° +71°
Thursday	+99° +72°
Friday	+97° +73°

See 7-Day Forecast ...

+91° +92°
F +71°
Ruskin
Saturday, 01

Sunday	+89° +70°
Monday	+89° +71°
Tuesday	+91° +71°
Wednesday	+92° +72°
Thursday	+89° +74°
Friday	+91° +77°

See 7-Day Forecast ...

+76° +76°
F +56°
Yakima
Saturday, 01

Sunday	+59° +50°
Monday	+64° +49°
Tuesday	+68° +47°
Wednesday	+74° +45°
Thursday	+82° +52°
Friday	+91° +61°

See 7-Day Forecast ...

A Fresh Take on Value-Added Distribution

Tomatoes



Florida

The amounts of Eastern Roma have decreased by around 40% this week as growers are completing their harvest. Although the season is coming to an end, the quality of the products has remained high and the sizes have been greater than usual. Both Quincy and south Georgia now lack substantial quantities, but they are expected to receive a few in the upcoming 7-14 days. The plantings in question are somewhat sparse compared to those in Florida, which means that there will not be an adequate supply of romas to meet the demand from the Eastern region for the following month. In early July, the East will eagerly anticipate the commencement of activities in the Tennessee and North Carolina region. Round tomatoes, while being in a transitional phase, are maintaining a stable supply in the East. Quincy, Florida and South Georgia recently began in a mild manner this week. Anticipate an increase in volume in the upcoming days as additional crops become available. Several cultivators have initiated the process of harvesting in South Carolina. The size of the fruit is slightly lower in comparison to Florida, with predominantly 5x6 sizes and only a few jumbos. However, the quality of the fruit is good. The rise in temperature has stimulated the growth of grape tomatoes, resulting in abundant supply this week. The majority of cultivators will conclude their operations within the next days, and the focus of output will shift to Quincy, South Georgia, and South Carolina.

California

The Romas are expected to commence in June. Tomatoes in the California desert will continue to produce mature greens for a few more weeks, while growers in California's Central Valley will begin harvesting in the upcoming week.



Mexico

The Culiacan region is nearing the conclusion of its season, whilst Sonora will persist for an additional 4-5 weeks. The supply of Baja and East Mexico products is increasing as more farmers begin their operations and others expand their cultivated land. The supply of round tomatoes is currently undergoing a shift. The western region of Mexico still has approximately 2-3 weeks remaining, although the Baja and eastern regions are experiencing an increase in volume with large-sized fruit and excellent quality. The main source of volume during the Summer months will be Grape Tomatoes in Baja, supplemented by a limited quantity of greenhouse grapes in Eastern/



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Fruits

Apples

During the summer, there will be an ample availability of red apples, Granny Smith apples, and Fuji apples. The prices of Pink Lady and Honey Crisp apples will increase progressively in June. Washington is evaluating the stock of Gala apples in response to a constrained market in the second quarter. It is recommended to temporarily replace Galas with Fujis until September due to limited supply.



ty, however the number of occurrences will gradually decrease as the season approaches its end. There is expected to be a significant surge in output figures during the months of June and July.

Berries—Raspberries

Following a prolonged period of extremely limited supply, output is now starting to increase. Market conditions are expected to become less intense, leading to a decrease in prices. Additionally, the availability of products on the open market is expected to increase.



Bananas

Supplies are improving but we are still having some delays caused by weather related issues in Colombia and Ecuador.



Berries—Strawberries

The majority of shippers indicate robust production levels for this item, resulting in stable market conditions. Load volume pricing is still available during this period of low demand following the holidays.



Berries—Blackberries

Abundant quantities of fruit from the Central Coast and Mexico can be found in California. Activity in the Central Valley Fresno area is increasing. With production remaining consistent, it is an opportune moment to advertise this item, especially as we enter the summer months. There are daily arrivals of Mexican transports.



Citrus—Lemons

The fruit is at its highest point in terms of size, specifically for sizes 115ct and higher. There will be a severe shortage of diamonds weighing 165 carats or less during the summer. District 1, located in the San Joaquin Valley, and District 2, situated in Oxnard/Ventura County, are both viable options for cultivating larger fruit. The San Joaquin Valley is coming to a close, with Oxnard/Ventura County being the primary area. There is a robust demand in

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Berries—Blueberries

The markets are experiencing stagnation as a result of a significant decrease in trading activity originating from the California Central Valley. The Georgia region is now experiencing ongoing activi-



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the market for diamonds weighing between 140 carats and 200 carats, and this demand is projected to keep increasing.

Citrus—Limes

The market is stable. The fruit is still large and firm, reaching a peak size of 230/250 count. The production of fruit offshore is decreasing while the production in Mexico is increasing.



Citrus—Oranges

The Navel season is coming to a close, and within a few weeks, Valencia oranges will take over as the primary variety. The Valencia harvest will closely resemble the Navel harvest. The size of the fruit will reach its maximum at 72ct and larger. Fruit sizes of 88/113/138ct are quite rare and will continue to be scarce over the entire Valencia season. Currently, Riverside is the primary region experiencing growth for Valencia oranges, while the Central Valley is anticipated to begin its growth around mid to late May. The Navels exhibit good quality, with a Brix measurement ranging from 13 to 14. Valencia oranges typically have a diameter of 12-12.5 centimeters. Florida is nearing completion as they face challenges in their efforts to restore vegetation at the end of the season.



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Grapes

Green grapes The Mexican harvest is already at its peak, while Chileans are offering significant discounts to conclude their season. Coachella's production has improved com-



pared to previous week, while supplies remain limited. Once the Chileans have been removed from the equation, the Mexican agreement may be concluded. Red grapes Mexican harvest is already at its peak, while Chileans are offering significant discounts to conclude their season. Coachella's production has improved compared to last week, while there are still limited amounts available. Once the Chileans have departed, the Mexican agreement may be concluded.

Melons - Cantaloupe

With the conclusion of the off-season, there has been a robust demand for Cantaloupe. This is a result of decreased productivity in domestic and Mexican goods. Mexican cantaloupes are currently being sold at a higher price than usual. To meet contractual obligations, it may be necessary to use different labels and loading sites. The Brawley California / Holtville region has a selection of organic produce and unique kinds.



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Melons - Honeydew

The honeydew market has maintained its stability because to the influx of more crossings from Mexico. The sizes of domestic and Mexican honeydews are currently at their highest point in smaller sizes (6/8), with only a limited number of larger sizes accessible. There will be a shortage of huge honeydews for the next 2-3 weeks due to a production gap. The gap arose due to precipitation in February affecting the cultivation timetable.



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Melons - Watermelon



The offshore watermelon season is gradually approaching its conclusion. Currently, Nogales and Texas are offering Mexican watermelons this week. The warmer climate in Northern Mexico has enhanced the quality and quantity of agricultural products. Florida watermelons have undergone an improvement in quality, and there will be an increase in supply next week.

Pears



D'anjou is concluding his dealings with several shippers. Bosc and Red Anjou varieties are currently in stock, but, their availability is limited and they are expected to be depleted by the end of the month. The green Anjou market will maintain elevated prices until the supply is depleted, often occurring in late June or early July. Starting in the second week of July, fresh California Bartlett pears will be accessible in locations located to the south of Sacramento. The initial har-

vest in California seems to be approximately 80% of the yield from the previous 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. Following the holiday season, there continues to be a consistent level of demand for larger-sized fruit. High-quality Mexican pineapples are currently available.

Stonefruit



Peaches, nectarines, apricots, and cherries are currently available due to their seasonal availability.

The week began with the arrival of red plums, which will be followed by black plums in the upcoming week. The quantity and diversity of items will improve in June. The Kiwi market has stabilized and is currently maintaining a consistent level.

Vegetables

Asparagus



Although the supply is limited, there is a gradual increase in volume coming from Baja on a more regular basis. It will take approximately one month for Central Mexico to become fully functioning. The current quality is satisfactory, and there are superior options available for larger sizes.

Avocados



Alert

There has been a little rise in the markets. Peru is approaching soon, as a large quantity of fruit is expected to arrive in late May or early June. The volume of Peruvian fruit being imported into the US is projected to reach its highest point at a rate of 60/70ct, which deviates from the usual trend. The short ripening

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times of Mexican fruit are a result of their high dry matter content. California fruit is becoming available in a less significant manner, as the ripening process is taking longer due to a decrease in dry matter content.

Bell Peppers



While our current production levels are rather low in the short term, there is a consistent supply of colored bells available in Canada this week. There is information indicating that a considerable piece of land will be removed in the next month owing to disease, which will alleviate the situation for certain people by July. The production in Central Mexico is little down this week, but the total supply is sufficient. West Mexico currently has fruit in stock, however, certain batches have flaws amounting to as much as 40%. Consequently, the availability of fruit is expected to diminish soon. There are now elongated types of field reds available in the California desert for individuals who can use them. Although, there have been fluctuations in crop production caused by past and current rainfall, Georgia is now able to meet the demand for bell peppers. We currently have all sizes and grades of products in stock. The quality of our products has improved as we have progressed beyond the significant rainfall event that occurred a few weeks ago. The majority of farms in Georgia are expected to continue growing peppers until June. However, it is possible that the volume of peppers may decrease in the next weeks due to the lingering impact of previous weather conditions. The Eastern North Carolina crop will commence on or around June

20th and is expected to achieve a substantial volume within about one week from the commencement date. Subsequently, in late June or early July, there will be a regionalization of events, where peppers will emerge in various locations such as New Jersey, Western North Carolina, Tennessee, Pennsylvania, Kentucky, Virginia, and so on. Western retail markets offer a lucrative opportunity for selling peppers in California. The Coachella/Thermal area offers a consistent and high-quality supply. The supply will commence its transition to the Bakersfield region in approximately two weeks. Currently, Mexico is nearing the conclusion of the season, characterized by predominantly lower-quality products, except for a little amount of low volume production from Central Mexico.

Broccoli



The availability and standard of broccoli in Salinas and Santa Maria are satisfactory. Anticipated market conditions indicate that there will be no significant fluctuations throughout the upcoming weekend.

Brussel Sprouts



The quality and availability of Brussels sprouts continue to be exceptional. The market is anticipated to maintain stability in the upcoming week.

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.

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Carrots

Whole carrots have a consistent and stable market demand. Imperial Valley is the primary region, with Bakersfield beginning this weekend. The dimensions appear satisfactory. There are no problems expected in the near future.



Cauliflower

This week, there is an ample amount of cauliflower available, and it is of high quality. As the weekend approaches, it is expected that the market will maintain stability due to ample supplies and high quality.



Celery

The market remains stable across all sizes and is expected to remain so for the entire week. Despite a decrease in production in southern California, shippers are successfully satisfying the demand by providing the majority of packs. Throughout the industry, the quality remains consistently higher than the norm. Maximize the promotion of 36-count packs accompanied by shippers whenever feasible.



Cilantro

There is a restricted amount of supply available, and it is of moderate quality. The market prices have risen, and the supplies are being shipped from Oxnard and Salinas. Anticipated deficiencies in supply and expanded markets are expected in the upcoming weeks.



Cucumber

The Georgia possesses sufficient resources to complete the task,



but lacks any further provisions for SS cucumbers. There is a wide variety of selections available, particularly from the previous harvests in southern Georgia that are coming to an end. Additional agricultural cultivation is commencing in various regions of Georgia, while our program in Eastern North Carolina is set to commence within the upcoming days. We expect a significant increase in production quickly after the crops are harvested. Within the next two weeks, there will be an emergence of regional and local programming. The West region offers consistent and typical quantities of fruit sourced from West Mexico, Central Mexico, and Baja. There is a variation in the quality of the older crops, with some producing fruit that is not suitable for transportation, while others provide high-quality cucumbers. Baja's product is characterized by its exceptional quality, yet the current availability is limited. Additional cultivators are anticipated to commence operations during the next 7-10 days, resulting in a robust increase in Baja's figures by the second week of June.

Eggplant

Emerging The eggplant crops in Florida are coming to an end, while in Georgia, they have just begun and are expected to experience a significant increase in volume within the next 7-10 days. The quality in Georgia has been excellent thus far. Eastern North Carolina is scheduled to commence eggplant cultivation in the later half of June, while other local initiatives are expected to emerge in July. When observing the western direction, there is still a little amount of mer-



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chandise coming from Mainland Mexico, but its quality is not suitable for retail purposes. The size and availability appear to be sufficient, but, the bulk of the products that are currently accessible are in the form of cannonball-shaped variants, which struggle to meet the specifications required for retail. It may take a few weeks until we have sufficient quantities of the teardrop-shaped fruit that is more suitable for retail, as new cultivation regions in California become operational.

Green Beans

There is a little amount of beans coming from Central Mexico, but for all practical purposes, Mexico's growing season is ended. The Watsonville/Salinas and Stockton/Brentwood areas in California are anticipated to commence operations within the next week or so. These sites will serve the western region until the supply begins in the Santa Maria area a few weeks later.



Green Onions

The current supply of green onions is excellent, with improved quality. There will be a enough supply of goods next week.



Kale

This week, there is anticipated to be an abundant and high-quality supply of kale. Currently, Kale has a highly favorable chance of receiving a promotion.



Lettuce—Tender Leaf

There is still a small scarcity of tender leaf items such as cilantro and Italian parsley. Due to the abundant rainfall and high moisture, Quality is currently experiencing bacterial spots. Over the next



Alert

few weeks, these markets will continue to see limited supply and high demand, resulting in tight conditions.

Lettuce—Iceberg

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Throughout the week, there will be a persistent shortage of this product as the demand continues to surpass the available supply. Both northern and southern California are currently encountering chilly weather conditions, resulting in a decline in production. Multiple providers commonly ship weights ranging from 32 to 36 pounds. The prices of value-added items in the second-tier category will continue to increase throughout the week. Additionally, there have been accounts of heads that are spongy and have irregular shapes.



Lettuce—Leaf

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The demand for romaine, green leaves, and red leaves is only mild. There is now a limited quantity of Romaine hearts available, but the supply has grown since last week. The low temperatures in the cultivation areas have impeded the rate of production. Romaine things with added value are increased in price, whereas no other types of leaf items are increased in price. There are indications of reduced weights and diminished dimensions. .



Lettuce—Romaine

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The supply is limited and the quality is satisfactory, but there is a strong demand. All cultivators have shifted to Salinas. The market price has risen. Anticipated market conditions indicate that the supply will continue to be limited, resulting in higher prices.



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Mini Sweet Peppers



This week, there has been a substantial quantity of small candies as the crops in West Mexico are being harvested abundantly. The quality of this end-of-season fruit is subpar, resulting in some shrinkage while repacking. There is a small high-tech product available in Central Mexico, but the supply is expected to remain limited until production potentially begins in Baja in late June. Canada does possess a certain amount of restricted quantities, albeit they are priced somewhat higher than average.

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

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The Onions are distributed over multiple growing regions, although the market remains highly dynamic. The price of red onions is very high.

Peppers/Chilis



Chilies can be found in California and Mexico in the Western region. California offers high-quality chiles, although the quantities available for most popular varieties are quite low. Sonora is experiencing a decrease in the production of jalapenos, with moderate quantities available, along with a limited supply of tomatillos and serranos. Meanwhile, Baja is currently at the

initial phase of their growing season. Currently, Baja offers jalapenos, poblanos, tomatillos, and Anaheims, and plans to provide other varieties in the near future.

Potatoes



Sizes 40 and 60 is considered to be higher market, whereas counts between 70 and 120 is considered a value with plenty of supplies available. Although pressure bruising has increased as we near the end of the storage period, the overall quality remains outstanding.

Squash-Yellow & Zucchini



Sonora has finished spring crops, and its remaining crops are dubious. Production is shifting to CA and WA, except for Baja low volumes. Santa Maria has had some squash, but cool weather has limited production. Better supplies from this area are expected in 7-10 days. Our WA state program needs warm days like CA to cultivate fruit.

Hard Squash



The volume of produce from Mexico has decreased due to the withdrawal of some Sonora growers. As their season approaches its conclusion in the next 2-3 weeks, the quality of their performance is currently satisfactory but is expected to decrease. Similar to other products, Western supply is shifting towards CA. The desert now has low levels of activity and land usage, but there will be an increase in activity in California once the Selma/Fresno area begins operations in 10-14 days.

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Flowers—Every Day Program

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- Various price points focused on shopper demographics
- Customization capabilities



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