

Fresh News

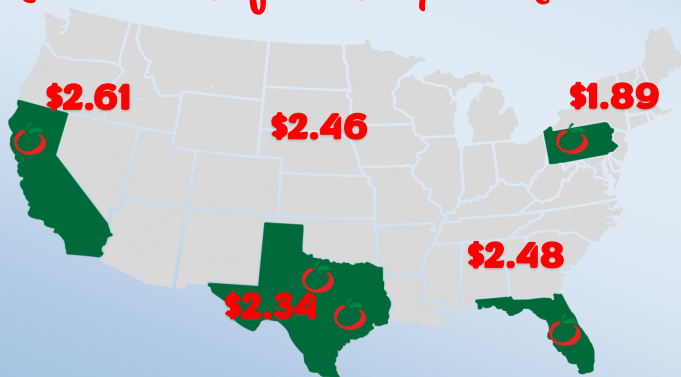


Market Alert

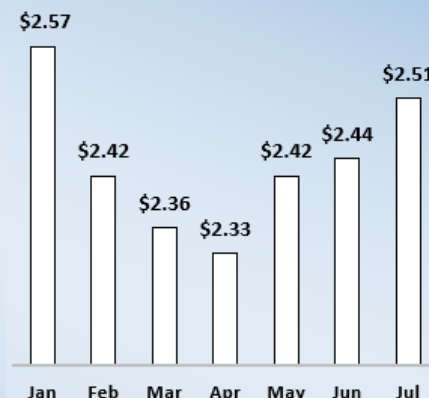
- ♦ Asparagus
- ♦ Avocados
- ♦ Bananas
- ♦ Brussel Sprouts
- ♦ Lemons
- ♦ Limes
- ♦ Oranges
- ♦ Tender Leaf



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+79° +82° F +54°
Watsonville
Saturday, 06

Sunday	+74° +52°
Monday	+75° +52°
Tuesday	+74° +51°
Wednesday	+71° +52°
Thursday	+70° +51°
Friday	+67° +52°

See 7-Day Forecast

+83° +89° F +60°
Salinas
Saturday, 06

Sunday	+82° +57°
Monday	+82° +57°
Tuesday	+79° +56°
Wednesday	+75° +55°
Thursday	+79° +55°
Friday	+71° +53°

See 7-Day Forecast

+92° +92° F +85°
Loreto (Baja California Sur)
Saturday, 06

Sunday	+91° +85°
Monday	+91° +83°
Tuesday	+90° +85°
Wednesday	+89° +84°
Thursday	+90° +85°
Friday	+88° +85°

See 7-Day Forecast

+112° +112° F
Newman
Saturday, 06

Sunday	+118° +77°
Monday	+116° +70°
Tuesday	+112° +66°
Wednesday	+112° +66°
Thursday	+113° +71°
Friday	+111° +65°

See 7-Day Forecast

+97° +99° F +68°
Yakima
Saturday, 06

Sunday	+105° +69°
Monday	+107° +72°
Tuesday	+110° +76°
Wednesday	+105° +71°
Thursday	+101° +62°
Friday	+97° +62°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes



East Coast

Only a small number of romas have been collected thus far in the mountainous region of Tennessee and North Carolina, and the quantity is still rather low. We are around 10 days away from the commencement of higher production levels in Tennessee, and other cultivators have already begun to experience increased output. The tomato harvest in South Carolina has concluded, and we are now anticipating the start of the tomato season in Virginia within the next 3-5 days. Several producers in the Tennessee / North Carolina region have initiated their operations on a small scale, but the majority of the crops in this area will commence within the following 7-10 days. The availability of grape tomatoes is limited this week due to ongoing production shifts. The growers have completed their operations in South Carolina and have already commenced the harvesting process in Virginia. We have recently commenced our operations, but anticipate a higher level of regularity in the amount of work within the next 5-7 days. Currently, a few local deals have commenced in western

California

California growers are currently operational and have a steady and reliable supply of Romas. California romas are cultivated using unique methods, making it challenging to make direct comparisons with fruits from other regions. However, overall quality has been satisfactory, despite minor occurrences of gold flecks and scarring. The majority of growers in California's central valley have already commenced their operations, facing towards the West. Growers will commence their inaugural harvest in Los Banos toward the beginning of the week. Overall, the quality of the product has been mediocre, with some growers experiencing minor difficulties such as scarring, catface, and shape irregularities. Due to the ongoing heat wave, it is likely that the current sizing mix will decrease in the upcoming weeks.



Mexico

Roma tomatoes are readily accessible in both Mexico and California. Round tomatoes the rainfall in central Mexico has exerted pressure on the supply in Baja, which has been rather stable and modest. The availability of grapes in Mexico is concentrated in central Mexico and Baja, with the highest quantities found in Baja. The numbers for this week are lower in both areas. The weather has had an impact on the volumes and quality of Central Mexico's tomatoes.

A Fresh Take on Value-Added Distribution

Fruits

Apples

Apple's supply levels continue to be robust. There is a high probability that there will be shortages in stocks during the month of July. The colors pink, honey, and gold will become less dense. Galas will continue to be secure. There will be an abundance of reds, granny smiths, and Fuji apples this summer.



whereas North Carolina is nearing its end. The Mexican season has concluded. Shippers on the West Coast are currently facing a problem, but others are enjoying an oversupply of fruit. There will be a higher level of consistency in the supply next week.

Bananas

The ongoing weather issues persist with the arrival of Hurricane Beryl. Boats are now being redirected, which will cause a delay in their availability. Delayed inbound shipments will disrupt the ripening process.



Berries—Raspberries

The fruit has grown more difficult to handle and harvest as a consequence of the excessive heat, which has led to a reduction in the amount of fruit that is also available. It is anticipated by market analysts that the markets would exhibit a favorable response until the end of the next week, which coincides with the advent of temperatures that are more moderate.



Berries—Blackberries

There will be an increase in the output of blackberries as a consequence of increased temperatures. As a consequence of the elevated temperatures, there is a risk that there will be damage to crops throughout the following week.



Berries—Blueberries

In the upcoming weeks, there will be a rise in the agricultural yield in the Pacific Northwest, while the crop yield in British Columbia will experience an increase the following week. Presently, New Jersey is thriving,



Berries—Strawberries

The Santa Maria production will, for the most part, be finished the following week. Both Watsonville and Salinas have achieved a level of production that is higher than their ideal level. A gradual and constant drop in production is something that we should anticipate occurring in the weeks ahead. The market continues to be solid despite the fact that the Fourth of July has passed. Because of the rising temperatures, there is a possibility that crops will be harmed in the days ahead.



A Fresh Take on Value-Added Distribution

Citrus—Lemons

The sizes of 115 carats and greater are currently at their highest point. Sizes of 165ct and smaller will continue to be quite limited during the summer. The demand for diamonds weighing 140 carats or less will continue to be robust. District 1, located in the San Joaquin Valley, has completed its growing season, making District 2, encompassing Oxnard and Ventura County, the primary location for cultivation. In early/mid July, offshore breezes are anticipated to occur on the West Coast, providing assistance to lemon farmers inside the country.

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crop in Valencia will resemble that of Navel. During the Valencia season, the fruit will reach its highest quality and size at 72ct and greater. However, the availability of fruit in sizes 88/113/138ct will be limited once the summer break for schools is finished. Valencia oranges are presently accessible in the Central Valley and Riverside regions. Valencias have a sugar content of approximately 12 brix.

Grapes

The Mexican green grape season will conclude within the next week or two. Several farmers have ceased their operations as a result of quality problems caused by the intense heat in the cultivation regions. Meanwhile, certain cultivators in Bakersfield have already commenced the process of gathering crops this week, and the remaining producers will proceed with the same activity throughout the course of the following week. The majority of individuals often begin with reds and subsequently transition to greens during a span of three to four days. The district is expected to be operating at full capacity by July 15th. Crimson-hued grapes, The Mexican grape season will conclude within the next week or two. Several farmers have ceased their operations as a result of quality problems caused by extensive heat in the cultivation regions. Meanwhile, certain cultivators in Bakersfield have already commenced the process of gathering crops this week, and the remaining producers will proceed with their harvests during the course of the following week. The majority of individuals often begin with reds and



Citrus—Limes

Prices have experienced a minor increase in strength, while the overall supply of inventories has decreased. Precipitation is causing a delay in the process of gathering crops, yet, there is a strong level of interest and need for the harvested goods. The recent rainfall has been essential and will be beneficial for the crop as we transition into the summer season, although it is resulting in a sudden increase this week. Some individuals will pretend to possess certain fruits and quote prices for them, but the prices will remain stable.

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Citrus—Oranges

Navels are considered to be fully developed, but Valencia oranges are the predominant variety. The

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A Fresh Take on Value-Added Distribution

subsequently transition to greens during a span of three to four days.

Melons - Cantaloupe

The demand for cantaloupe has surged due to the forthcoming holiday and the availability of new crops. Shippers are excessively promoting the fresh crop, despite the fact that there will be improved supplies available during the week of 7/8. The product exhibits exceptional quality, with Brix levels ranging from 13% to 16%. The heat wave in California is reaching its highest point, affecting larger fruit varieties such as 9s and Jumbos, while smaller fruit is in high demand. The product will remain available in the desert for one additional week.



Melons - Honeydew

As we transition from the arid desert to the fertile Central Valley, the honeydew market continues to see limited supply and high demand. As farmers increase their stock, it is anticipated that markets will continue to be limited. The new crop exhibits a notable increase in the production of Honeydew 5s and Jumbo 5s. The number of border crossings in Mexico is reduced, creating an opportunity for smaller fruits. Honeydew 8s are in high demand and command a premium price. Over the next week or two, there will be a limited supply of honeydew in the markets.



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Melons - Watermelon

The retail Watermelon sales have surged nationwide due to a confluence



of supply and increased demand throughout the holiday season. Currently, Mexican watermelons can be found in Nogales and Texas. The demand for Mexican fruit has been consistent, and California fruit will be accessible during the week starting on 7/8. The product is projected to reach its highest point at 36/45ct. Due to an increase in inventory, it is anticipated that organic watermelons will be sold in less quantities over the following two weeks.

Pears

Shipping of fresh California Bartlett pears from a new harvest will commence in the second week of July, in a location just south of Sacramento. The current California crop appears to be approximately 80% of the crop harvested in the previous year. The majority of Washington shippers have depleted their stock of domestic pears, with just limited numbers of Anjou, Bosc, and Red Anjou remaining. By the start of July, just a limited number of shippers will still have Anjou available. Bartletts are currently accessible on both the east and west coastlines.



Pineapple

The availability of spot market opportunities is restricted, as providers are prioritizing their contractual obligations. The tropical climate has accelerated the maturation of fruit, leading to reduced crop yields. Following the holidays, there is a consistent level of demand for larger fruit. Mexican pineapples have exceptional quality.



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Stonefruit

The apricot season has concluded. The intense heat in the central valley has already caused their demise. An ample assortment of peaches, plums, and nectarines is currently accessible. While the heat may restrict the amount of time the har-



vest crew can work, it should not have a lasting impact on the crop. The size will progressively expand throughout the course of the month, with superior varieties becoming available in July. The Washington cherries are currently at the midpoint of their season. The kiwi market in Chile is stable with a minor downward trend.

Vegetables

Asparagus

There is still a limited availability of asparagus. Prior to the 4th of July holiday, numerous retailers are increasing their advertising efforts. The region of Southern Baja has been enduring temperatures exceeding 100 degrees for approximately one week, resulting in the asparagus plants entering a state of dormancy. There is a greater abundance of smaller sizes compared to larger sizes as a consequence. Due to the elevated temperatures, Peru's asparagus production has decreased. There will continue to be a limited availability of supplies till the following week.

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ing to recommence the process of harvesting. As of July 3rd, the pipeline is still without any supply, and the suppliers are unable to fulfill their obligations due to Force Majeure. The current state of affairs will persist for the following fortnight until the situation reaches a state of stability.

Avocados

On Friday, June 14, 2024, the USDA halted the harvesting and transportation of avocados from Michoacan, Mexico, because of a social protest that was obstructing roadways in Aranza. Two USDA inspectors were apprehended but then released unharmed in Uruapan. The USDA and Mexican authorities are collaborat-

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Bell Peppers - Color



The availability of colored bell peppers is expected to be limited for the next 3-4 weeks. The weather in Canada has improved and there appears to be a slight increase in the number of crops this week. However, the overall volume for the remainder of the season will be lower than usual due to the removal of crops to address disease concerns. The quality of the product remains high, however, there is a limited availability of medium and large sizes, and the bushel packs are significantly lacking in quantity. The populations in central Mexico have been consistently low. Production is anticipated to increase as fresh crops commence at the end of July or early August.

A Fresh Take on Value-Added Distribution

Bell Peppers - Green

Due to the absence of Georgia, bell pepper production is shifting towards the northern regions for the summer. The crop in eastern Carolina has been consistently supplying ample quantities of produce with good size and quality over the previous few weeks. However, we anticipate a decrease in volume over the next 2-3 weeks due to the negative impact of high temperatures on production. New Jersey recently initiated the cultivation of peppers, and they are expected to be available in a more significant manner within the next week. The quality of the earlier picking has been somewhat subpar, but it is expected to improve significantly following the initial harvests. Michigan will experience increased levels in the near future, with the expected timeframe being approximately two weeks from now. Additionally, we will witness the emergence of other local initiatives prior to August 1st. Currently, the Fresno/Selma area in the Western region has become the prime location for cultivating peppers due to their exceptional quality and size. Bakersfield is currently experiencing a decrease in fruit size and there have been indications of form and sunscald problems. Anticipating the future, we predict that Washington state will become operational online during the final week of July or the first week of August.



Broccoli

Broccoli is experiencing enhancements in both its quality and availability. With the enhancement of supplies in



Santa Maria and Salinas, the market is seeing a positive trend. The ongoing heatwave may lead to reduced crop production next week as a result of limited availability.

Brussel Sprouts

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There is a scarcity of Brussels sprouts. Due to the high temperatures in Mexico, there is a noticeable occurrence of discoloration and an upsurge in the number of insects. In the upcoming week, it is probable that the market will have an upward trend.



Cabbage

The supplies are consistently available and of high quality. There is projected to be a consistent supply of goods from Oxnard and Salinas, and the markets are expected to be stable in the upcoming weeks.



Carrots

The demand for whole carrots remains consistent. Bakersfield is the primary region for cultivation. The dimensions appear satisfactory. There are no problems expected in the near future.



Cauliflower

The cauliflower supply is consistent and of high quality. We provide a wide range of sizes at cheap costs. As the weekend approaches, it is expected that the market will maintain a stable condition.



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Celery

In general, this market is stable and lacking significant fluctuations. The larger size is more readily available compared to the previous week. The majority of providers are fulfilling all orders to the maximum degree feasible. Both northern and southern California are currently experiencing favorable conditions. This product will be consistently available during the entire week.



Cilantro

There is a scarcity of supply, with a subpar quality. The market prices have risen, and shipments are being sent from Oxnard and Salinas. Anticipated deficits in supply and expanded markets are expected in the upcoming weeks.



Cucumber

The present harvest of super cucumbers is proving to be quite difficult this week, as the bulk of them are being classified as selections. New Jersey still maintains satisfactory levels of production and quality, whereas other production regions such as Pennsylvania and Michigan are seeing lower volumes and facing first crop difficulties. Within the following 7-10 days, cucumbers from New York and a few nearby regions will become available, resulting in a modest increase in supply. There are satisfactory to excellent quantities of goods available in the western region, namely from Baja and central MX. Anticipate a decrease in the amount of agricultural produce in central Mexico in the upcoming week due to the im-



pact of current weather conditions. In general, the quality is satisfactory, although it is slightly more potent when originating from Baja.

Eggplant

Since eastern Carolina and Jersey have started production, the Eastern eggplant supply should be good for the coming weeks despite Georgia's presence. New Jersey just started operations, therefore output is modest. We expect production to rise next week. Egg advertisements in Kentucky, Virginia, and elsewhere begin in July. Fresno-made goods are trusted throughout the West. Quality has been good, and we expect production to stay steady in the coming weeks.



Green Beans

The states of Georgia and the eastern shore of North Carolina have completed their green bean harvest this week. Therefore, we are now shifting our focus to Virginia, Michigan, and Indiana for our green bean supply. In general, there has been a enough supply to match the demand. However, there may be a slight decrease in availability in the upcoming week or two when the VA program concludes and we anticipate other programs to increase their production. The overall quality has been predominantly satisfactory, with barely sporadic instances of issues. In Western regions, there has been an increase in the amount of fruit harvested from both the growing areas in California and central Mexico. This is due to the warm weather, which has accelerated the growth of



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the fruit. Nevertheless, we may encounter potential issues in the future due to the prevailing or anticipated intense heat. The Northwestern region, which includes our Washington state program, is currently operational, and the majority of their output is satisfying the need within the local area.

Green Onions

Despite the depressed markets, production remains robust. The continued high temperatures have led to an increase in insect pressure and damaged crowns, which could potentially affect yields and quality. Furthermore, as the summer months approach, budgeted acres are anticipated to decrease. It is anticipated that markets will ultimately increase next month.



Kale

This week, there is anticipated to be an abundant and high-quality supply of kale. Kale currently has a significant possibility for promotion.



Lettuce—Tender Leaf

There is a restricted quantity of delicate leaf goods, such as cilantro and Italian parsley. Due to the heavy rainfall and high moisture, the quality is being affected by bacterial spots. Consequently, these leaf products will possess the ability to endure the existing high temperature. These markets will continue to have limited supply for the upcoming weeks.



Lettuce—Iceberg

Due to the high temperatures in the cultivation areas, this commodity has witnessed a surge in growth. As a result of the closure of schools around the United States, there has been a rise in availability. Currently, all value-added products are not increasing in price and will continue to be stable for a minimum of a few weeks. Despite minor variations in head form and yellowing on the outer leaves, several vendors have confirmed that the quality is superior to the norm.



Lettuce—Leaf

This week, there will be an abundant availability of green and red leaf, as well as romaine hearts. Shippers are demonstrating their flexibility, thus it is important to promote as much as feasible. The product consistently maintains a superior level of weight and quality. Throughout the entire week, you can anticipate consistent and intense competition in terms of production and pricing. Overall, there is a decrease in demand.



Lettuce—Romaine

Romaine is being flexed by shippers. Romaine hearts are also readily accessible. The trend is expected to persist for the duration of the week.



Mushrooms

The climatic conditions have enhanced the quality and availability of both



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brown and white, suggesting a consistent supply for the upcoming months.

Onions

California and New Mexico have abundant stocks of yellow onions. The prices of red and white markets are now high and stable because of strong demand for exports.



Mini Sweet Peppers

Mini-sweets are very short. Mainland MX is finished, so we're waiting for Baja in late July. A few handfuls are accessible from CA and CAN, but there's not enough to go around, making the next few weeks difficult. The following few weeks may be difficult for supply. WA state should go online around August 15, helping the NW.



Peppers Chilis

Chili peppers are scarce in the East this week. Some remain in GA, NC, and a few local areas, although most have few types. In 2-3 weeks, MI will be one of the few places with the full product line. Small local offers will appear in western NC, KY, PA, and NY in July and August. California and Mexico have chilies. California's fruit comes from Selma/Fresno. Few growers supply the whole blend, but their quality is superb. Baja has light volume and few variations in the early season. This week has improved and another grower will start next week, so Baja should have additional supply possibilities. In central MX, production has been steady, but rain and



weather will likely impair numbers and quality in the coming weeks, especially on poblanos.

Potatoes

A The quantity of 40-70 CT is lower than it has been in recent weeks, as burbanks are the final variety available.



Squash-Yellow & Zucchini

Squash production tends to be distributed over the East during this time of year, including yellow and zucchini squash. Fruit is grown in numerous states, although MI, NJ, and shortly NY have the most. Quality varies by farmer and region. NJ will improve in 4-7 days after a heat and rain-related decline. Santa Maria maintains volumes in the West, but Baja, MX is finally producing more. Santa Maria may decrease production in 2-3 weeks as they switch blocks, but supply should remain high. WA has some great squash, but most of it stays close to fulfill local demand.



Hard Squash

The There are still some hard hurdles in GA, but local/regional offers are starting to launch. NJ has light acorn, spaghetti, and buttercup volumes but is waiting for butternuts. KY has acorn and spaghetti-butternuts due by the 15th. NY, VA, PA, and others should launch for the season in August. All three hard squash kinds are clean and available in Fresno, Bakersfield, and Selma in the West.



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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