

Fresh News



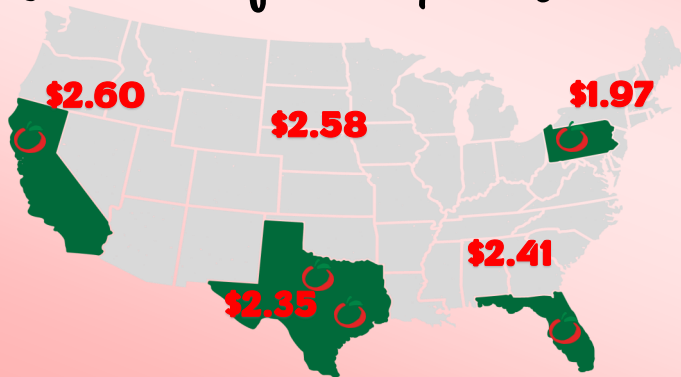
Market Alert

- ♦ Asparagus
- ♦ Avocados
- ♦ Bell Pepper-Green
- ♦ Blackberries
- ♦ Brussel Sprouts
- ♦ Onions
- ♦ Oranges
- ♦ Potatoes

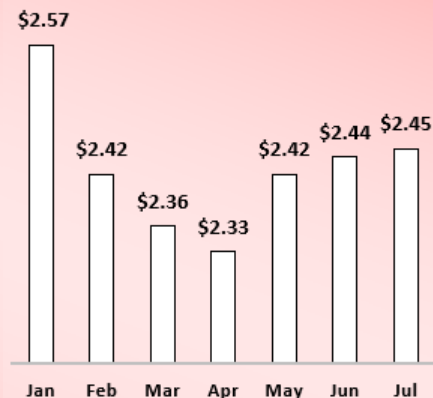


For over 40 years, DiMare Fresh has been the largest independent foodservice distributor in Texas. From our Dallas and Houston locations, we can supply all your foodservice needs in the Lone Star State.

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

+68° +69° F +54°
Watsonville
Saturday, 27

Sunday	+67° +51°
Monday	+72° +52°
Tuesday	+75° +55°
Wednesday	+73° +55°
Thursday	+70° +56°
Friday	+73° +55°

See 7-Day Forecast

+69° +69° F +53°
Salinas
Saturday, 27

Sunday	+72° +54°
Monday	+73° +53°
Tuesday	+75° +55°
Wednesday	+76° +56°
Thursday	+76° +56°
Friday	+76° +55°

See 7-Day Forecast

+97° +99° F +79°
Culiacan
Saturday, 27

Sunday	+99° +76°
Monday	+99° +77°
Tuesday	+98° +77°
Wednesday	+95° +76°
Thursday	+98° +77°
Friday	+97° +76°

See 7-Day Forecast

+90° +94° F +58°
Newman
Saturday, 27

Sunday	+94° +54°
Monday	+97° +55°
Tuesday	+97° +58°
Wednesday	+103° +62°
Thursday	+105° +67°
Friday	+107° +65°

See 7-Day Forecast

+87° +92° F +61°
Yakima
Saturday, 27

Sunday	+92° +60°
Monday	+85° +61°
Tuesday	+87° +60°
Wednesday	+94° +60°
Thursday	+101° +67°
Friday	+109° +76°

See 7-Day Forecast

A Fresh Take on Value-Added Distribution

Tomatoes



East Coast

The cultivation of roma crops in Tennessee and North Carolina has commenced. The volumes are now modest, but they are expected to increase gradually in the next weeks. The majority of the items we have observed are greater in size, and their quality has been consistently good. Nevertheless, there has been a predominance of rainfall over the past 10 days, which may result in decreased packouts in the near future. Assuming no significant weather disruptions, the supply is expected to be stable and sufficient throughout the month of August. There has been a scarcity of round tomatoes in the Eastern region this week. The crops of Virginia, situated along the coast, have encountered substantial heat and rainfall in recent weeks. The heat has accelerated the growth of crops, causing the earlier sets in the season, which are larger in size, to reach maturity within the following week. In August, growers typically transition to smaller quantities. Due to the adverse effects of heat and rain on quality and plant health, it appears that these volumes will be lower than typical. The progress of Tennessee has commenced, however, it has been hindered by the consistent occurrence of rainfall, resulting in a sluggish beginning. Growers are expecting improved weather conditions and increased volumes next week, and they should see consistent conditions throughout the month of August. The quality has remained satisfactory despite the inclement weather. The grape tomato production in Virginia and North Carolina has decreased in the past week due to frequent rainfall. The quality was previously excellent, but we are currently experiencing reduced packouts as a result of delays in harvesting and the negative impact of rain on the fruit. Additionally, there are other little regional transactions that are currently operational, but, the amount of activity is limited and primarily confined to the local area.

West Coast

California growers in Romas are currently experiencing a prolonged period of extremely hot weather, resulting in negative effects on the quality and quantity of their crops. Indeed, one cultivator has chosen to abandon their existing plot of land and relocate to fresh fields in the upcoming week. The relocation of the grower from Los Banos to Manteca has resulted in enhancements in both crop yields and quality. However, it is expected that most farms will experience a decrease in productivity towards the end of August due to bloom drop. The heat wave in California persists, negatively impacting crop yields, size, and quality in the western region. Growers anticipate a decrease in quantities later in August as a result of bloom drop.



Mexico

The production of romas in Central and East Mexico has been hindered by weather conditions, but it is now beginning to exhibit steady recovery. Meanwhile, in Baja, the numbers have decreased as the farmers in the southern regions are completing their season. The volume of Mexico's produce is currently low due to the withdrawal of southern producers in Baja for the season and the adverse weather conditions affecting production in Central Mexico. Supply from Baja and central Mexico in the western region is now limited to moderate levels.



A Fresh Take on Value-Added Distribution

Fruits

Apples

We are rapidly approaching the arrival of the new crop of Washington apples as we enter the third week of July. The new crop Gala and Honey Crisp apples will be introduced in the second week of August, despite the fact that the majority of apple varieties will not be available until September. It is anticipated that the apple market will remain stable until that time. Fujis, Granny Smiths, and Reds will be abundant throughout the summer. The prices of Honey Crisp and Pink Lady apples will rise in July, and the majority of merchants will complete their gold production within the next few weeks.



pected to reach their peak season in the upcoming weeks, accompanied by an anticipated enhancement in quality. Presently, the berries exhibit a range of sizes, predominantly medium to large, with a few smaller ones that possess a tangy taste interspersed among them. The presence of a connected calyx is minimal. California is currently facing challenges due to high temperatures, which is impacting the supply of goods and services. As a result, all orders, including contracted agreements, are being adjusted proportionally.

Bananas

The ongoing issues are being resolved as a consequence of Hurricane Beryl. Currently, there is no redirection of vessels. The availability of supplies should be enhanced.



Berries—Blueberries

Oregon is currently undergoing a period of elevated temperatures, with the mercury reaching anywhere between the lower and middle hundreds. Due to quality issues resulting from the heatwave, certain second-pick Duke blueberries are being redirected to processing. The process of gathering mid-season types such as Draper, Blue Ribbon, Legacy, and Brigitta has commenced, and it is anticipated that they will be of high quality. Eastern Washington has been experiencing prolonged periods of intense heat, with temperatures ranging from the mid to upper 100s. As a result, there has been a substantial increase in the amount of material being delivered for processing. Blueberry growers in British Columbia have commenced the mechanized harvesting of Duke variety blueberries this week. The peak season for conventional blueberries in British Columbia is expected to



Berries—Blackberries

The elevated humidity levels in Mexico are causing the blackberries to become more tender, which is presenting difficulties for growers in dealing with insects. Deficiencies in quality have been observed at the operational level. The northern regions are ex-



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occur from the week of July 29th to mid-August, with reports of high quality. Contrary to the Willamette Valley and Central Washington, British Columbia did not undergo the recent heatwave, as temperatures remained in the range of the upper 70s and low 80s. Growers in Mexico have initiated the process of pruning, and there will be a consistent supply of produce for the next two weeks. The overall quality of the produce is considered to be satisfactory.

Berries—Raspberries

The weather in Mexico has predominantly been cloudy with precipitation, accompanied with daytime temperatures reaching the low 80s and nighttime temperatures dropping to the low 60s. Excessive moisture has led to the growth of mold on certain shipments, while farmers are making diligent efforts to send out fruit of high quality. The raspberries that match the specified criteria exhibit a pleasing red blush hue but may become tender as a result of high humidity. Raspberries in the northern regions display a deep red hue, which is a result of the elevated temperatures within the protective hoops. They typically have a moderate size. Anticipate a gradual decline in volume starting from the end of July until October, followed by a subsequent increase.



Berries—Strawberries

Over the next 10 days, the daytime temperatures will fluctuate between the low 70s, while the nighttime temperatures will hover around the



mid-50s. The quality of strawberries is satisfactory for the current season, yet there are certain prevalent issues such as dark fruit, tiny size, and occasional crooked or mushy berries. Conventional strawberries are currently priced at a rate of 20-22 per pound, whereas organic strawberries are priced at a rate of 24-28 per pound. Anticipate a decrease in the crop yield in the upcoming weeks until the emergence of new blossoms around mid-August. The weather in Santa Maria has been balmy and agreeable, accompanied by gentle midday breezes. Next week's weather is expected to have a warming trend, with daytime temperatures ranging from the mid-70s to low 80s and overnight temperatures ranging from the mid to upper 50s. Conventional Monterey strawberries typically have a count of 20-24 per pound, but, there are concerns with overripe, sunburnt, soft-skinned, and dark-colored fruit. Today signifies the final day for the traditional fresh harvest. Organic strawberries also exhibit similar abnormalities, with counts varying between 24 and 28, occasionally reaching 30 to 32. A substantial quantity of organic fruit is being rejected in order to uphold quality standards. The organic harvest will reach a stable level during the next two weeks, while the conventional fall crop harvest is anticipated to commence in mid-August.

Citrus—Lemons

A plentiful shipment of offshore lemons is expected to arrive this Friday. District II in California consistently provides abundant resources, whereas the East



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Coast now has sufficient supply. This continuous influx of lemons is expected to contribute to the stabilization of markets and ensure a stable supply of high-quality lemons.

Citrus—Limes

Significant fluctuations have taken place in the Lime market in recent weeks. The recent advantageous precipitation in Mexico has positively impacted the growth of crops, resulting in ample availability of larger-sized fruits. The market for larger sizes has significantly declined and is currently trading at a value below \$30 in Texas. Undoubtedly, this indicates that smaller limes are currently in short supply, whereas fobs are continuing to remain at a low level. The current trend is anticipated to continue at least until August.



Citrus—Oranges

There is currently a shortage of Valencia oranges in all sizes and grades, and the markets are experiencing significant price increases. The current quality of the Valencia fruit is mediocre, mainly due to the adverse effects of recent high temperatures in the central valley. As a consequence of this stress, the fruit has become tender and there have been instances of re-greening. Off-shore Navels are scheduled to arrive this weekend. There is a huge demand for these Navels, and they are being booked quickly. Pre-booking is strongly advised.



Grapes

The Mexican grape season has concluded, and we are now fully shifting



our focus to the San Joaquin Valley. We provide a diverse selection of high-quality green seedless grapes. The predominant variety of red grapes is flame. Anticipate a greater assortment of options in the upcoming weeks, with initial reports indicating favorable quality and quantity.

Melons - Cantaloupe

The cantaloupe market is currently stable, with exceptional quality from the recently harvested crop in Central California. As a result of the recent heat wave, the new crop is reaching its highest point in terms of size and quality in Jumbo 9s and 9s, while smaller fruit is being sold at a higher price. The Brix levels vary from 14 to 17. Retailers are seeking to advertise ADS for all melons at the end of July and the start of August. Desert regions currently have specialty melons in stock.



Melons - Honeydew

The honeydew market is now stable, as shippers have effectively augmented their stock of the last harvest. The current harvest of Honeydew melons is reaching its highest level of quality and quantity in sizes 5s and Jumbo 5s. Due to decreased crossings from Mexico, there is currently a shortage of smaller fruit, causing Honeydew 8s to be in high demand and priced at a premium. The Brix values range from 14% to 18%.



Melons - Watermelon

Watermelon supply is currently abundant this week, with production taking



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place in Georgia, Indiana, New Jersey, and various other locations. Georgia (GA) and South Carolina (SC) are still participating in the game, but, it is anticipated that both states will conclude their involvement in the near future. Within the next 7-10 days, there will be an increase in the amount of goods being produced and distributed from North Carolina, Missouri, Indiana, and the Delmarva areas. The quality of the crop can vary according to the growing area and the stage of growth, but it is generally good.

Pears

The California pear harvest has commenced; however, the production has declined by 20% in comparison to the previous year. The industry is being supported by the canneries, which are offering high prices. It is anticipated that prices in California will commence at a high level and remain elevated. It is anticipated that the volume of Washington's harvest will decrease, particularly in the Wenatchee region, as a result of frost during the bloom. This has led to some shippers questioning the viability of their cargo in that region. It is anticipated that the Yakima and Hood River districts will experience a 20% de-



crease in comparison to the previous year.

Pineapple

Contractual commerce is prioritized due to inadequate supply. The new Costco harvest is anticipated to occur, and the number of pineapple crosses in Costa Rica is decreasing due to low rainfall. The Brix levels of Mexican pineapples are below the U.S. requirements due to internal difficulties caused by excessive rainfall.



Stone Fruit

The Central Valley is witnessing a slight increase in the prices of nectarines, plums, and peaches due to a heat wave that limits the amount of time that crews are able to work. Conversely, both the quality and the supply are satisfactory. Shippers from the Central Valley have initiated the arrival of pluots, and it is anticipated that this trend will persist throughout August. The California apricot season has concluded, while the Washington apricot season has commenced, albeit with a limited quantity of fruit. The market for Chilean kiwis has not undergone significant changes.



Vegetables

Asparagus

As quality of Mexican asparagus has improved due to the favorable weather conditions in the region. The Peruvian volume is also increas-



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ing, and it is expected that this trend will persist over the next two weeks. Nevertheless, the availability of jumbo dimensions remains restricted. It is reasonable to expect that the markets on both parties will gradually stabilize.

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Avocados

The current crop will continue to undergo a shortened ripening period until the subsequent crop is prepared for harvest. Flora Loca has begun to bloom, albeit in small quantities. In comparison to the present delivery of the Normal crop, the harvest's maturity levels remain slightly lower. Stringent measures are being implemented by shippers to prevent the mixing of produce on a single pallet. The California production is presently underway and will continue until August. Colombian fruit is currently being transported to the East Coast, and it is anticipated that the quantity of fruit will progressively decrease as the current harvest ends. Peru is currently exporting produce and is expected to continue doing so until late August.



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Bell Peppers - Green

The availability of bell peppers in the Eastern region is currently restricted, however we anticipate a gradual recovery within the next one to two weeks. Due to fluctuations in temperature, precipitation, and agricultural yields, there has been a limited availability of peppers in any specific location over the past two weeks, with only tiny quantities available in scattered areas. Nevertheless, the states of Michigan, Ohio, and Pennsylvania are in the first stages of their progress and are expected to eventually experience a substantial increase in numbers. New York is likewise scheduled to commence within the next 7-10 days. Currently, the Central Valley in California is experiencing a prolonged period of extremely high temperatures, exceeding 100 degrees Fahrenheit, which has persisted for about three weeks. The high temperatures are resulting in decreased crop yields, quality issues, and a restricted timeframe for harvesters to work in the fields, leading to a substantial reduction in supplies.



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Bell Peppers - Color

The supply of colored bell peppers remains limited. Both Ontario and British Columbia are currently operating in a state of reduced production. British Columbia will have a slight increase in the number of peppers next week. However, we anticipate that the overall volume for the rest of the season will be lower and remain consistent due to the reduction in land in Eastern Canada. The production capacity of Central Mexico is currently constrained, but we anticipate a significant increase in production over the next three weeks as other growers begin cultivating fresh crops.



Broccoli

Salinas, Santa Maria, and Mexico are all undergoing a progressive enhancement in both the caliber and plenty of broccoli provisions. As the weekend approaches, you should expect the market to continue to stabilize.



Brussel Sprouts

The elevated temperatures in Mexico have resulted in pigmentation

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alteration and a rise in vermin, thus resulting in a scarcity of Brussels sprouts. The current stock of Brussels sprouts is restricted. It is expected that the market would remain stable next week.

Cabbage

The resources are consistently available and of exceptional quality.

It is expected that the availability of goods and services from Oxnard and Salinas, as well as the marketplaces and suppliers, will stay consistent in the coming weeks.



Carrots

Bakersfield is currently the primary region for agriculture, with the Cuyama/Santa Maria area closely trailing behind. This pattern will continue until October. The prospects for the upcoming season seem promising, with ample land and adequate resources.



Cauliflower

Cauliflower continues to be consistently available, sourced from Salinas, Santa Maria, and Mexico, and of superior quality. We now have a range of different sizes available at competitive prices, and we expect the market to remain stable throughout the weekend.



Celery

Despite the present low demand, we expect to maintain a steady supply of this product throughout the week.



Currently, all available sizes are in stock and numerous suppliers are prepared to fulfill substantial orders. Thus, it is recommended to extensively promote the products. Trucks include the capacity to load in both the northern and southern orientations. Overall, the goods routinely surpasses the quality of the majority of shippers.

Cilantro

The availability remains restricted, with a shortage of items of inferior quality. Market prices have risen, and supplies are being transported from Oxnard and Salinas. Expect a limited supply in the following weeks.



Cucumber

The cucumber supply in the East is often sufficient. Michigan's fruit initially experienced quality concerns, but they have improved as they have progressed through subsequent harvests. Regional and local offers in states such as New York, Ohio, Pennsylvania, and others are also contributing to the supply, although the quantities appear to be lower compared to previous year. The overall quality of Eastern produce has been satisfactory, however Eastern cucumbers may not have the same appearance as the deep green cucumbers from Mexico. Due to high temperatures in Baja, plant growth has been accelerated and there is currently an ample supply. If items are made available ahead of schedule, they will also be concluded ahead of schedule, resulting in potentially lower quantities in the next 10-14 days. The quality



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of produce from Baja farms has consistently been excellent, provided that the fruit is fresh. Additionally, there are cucumbers originating from central Mexico. The quality in this area is slightly diminished due to complaints of shriveled produce.

Eggplant

Despite the adverse effects of heat and rain on the quality of our Eastern NC harvest, there is still a sufficient amount of eggplant available in the East. There are adequate sources of light in many regions (Western North Carolina, Kentucky, Michigan, Georgia, New Jersey) that appear sufficient to do the task. There has been a decrease in the availability of Western supply this week due to the adverse effects of the heat wave on the quality and production of fruit. Nevertheless, our growers in the state of Washington has recently initiated the cultivation of new crops that exhibit excellent quality.



Green Beans

Despite Virginia, Michigan, and New York being involved in bean production, the availability of beans is inconsistent due to the influence of historical or ongoing rainfall on crop yields in most growing regions. Due to the prolonged period of high temperatures and reduced agricultural land, the current quantities from the California growing districts are lower than what is typically observed at this time of year.



Green Onions

Production is decreasing from its previous high point in early Summer as most growers are reducing the amount of land dedicated to Summer crops due to rising temperatures in Mexico. The decrease in available labor and the restricted amount of coastal land in Mexico will result in a decrease in production for the next several months, which will cause prices to rise. The quality of the crop has recently exhibited indications of heat damage. However, growers have been proactively managing the situation to prevent substantial harm, while also minimizing any negative impact on the size of the crop.



Kale

This week, there is anticipated to be a plentiful and superior supply of kale, which presents a great chance for advertising.



Lettuce—Tender Leaf

Delicate foliage greens, including spinach, spring mix, parsley, and cilantro, have been significantly affected by the recent high temperatures. You can expect to observe a general softening of textures, withering, and yellowing during the upcoming week. It is anticipated that the availability of supplies will decrease as the week approaches.



Lettuce—Iceberg

Although the market is stable,



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there is a slight discrepancy in prices within the business. Many providers are cultivating lettuce that is exceptionally large as a result of the mild temperatures in the growing regions. A surplus of products has been observed among various shipping companies as a consequence of the decrease in demand caused by school closures. At present, there are no lettuce items that are experiencing an increase in value or benefits. The presence of outer leaves that have undergone a color change, crowns that are not properly shaped, and a substantial increase in weight are all suggested by reports.

Lettuce—Leaf

Markets are still at reasonable levels, despite the fact that they vary among shippers. Green leaf is slightly more profitable due to the fact that producers have adjusted their budgeted acres to account for local homegrown production.



Lettuce—Romaine

Despite the recent high temperatures, the market was able to remain significantly below cost levels due to the strong production and quality. So far, only minor damage has been observed, with intermittent tip burn. However, Romaine Hearts have exhibited slightly more rib discoloration upon arrival, particularly due to increased rib and twist. Some growers have been able to maintain appropriate coloring and remain ahead of the harvest.



Mushrooms

The weather has improved the quality and abundance of brown and white, indicating a steady supply for the future months. Currently is a favorable occasion to promote and support.



Onions

California is experiencing shortages as a result of the production delays caused by the high temperatures. Consequently, the prices in New Mexico are rising due to the restricted supply from California.

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Mini Sweet Peppers

Finally...Baja has initiated the production of mini candies; however, the quantity is currently insufficient, and the supply is still extremely limited. Central Mexico and Canada are the only other regions with any minis, and their availability has been inconsistent. It is still anticipated that Washington state will be operational by August 15, which will undoubtedly be beneficial to the Northwest.



Peppers—Chilis

The chile pepper portfolio in the East is still incomplete as we await the arrival of Michigan. A number of minor local programs are currently in production (e.g., in North Carolina, New Jersey, and Kentucky); however, they lack the volume and variety necessary to have a significant impact on the



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marketplace. Currently, Cubanelles are particularly difficult to cultivate due to the quality and produce issues that many farmers are experiencing this year. Although availability is improved in Mexico, it remains relatively low. Baja has a moderate to light production with a high quality, while central Mexico is producing fairly decent numbers but with a slightly lower quality. Extreme heat has impeded the production and quality of California, and it is anticipated that this trend will persist in the near future. Washington state has commenced the harvest of jalapenos, Anaheims, and tomatillos. However, the harvest of serranos is still a week away, and the poblano harvest is expected to take 2-3 weeks.

Potatoes

As Norkotahs decline and Burbanks become the primary variety, 40-70 CT stocks are scarce. However, 80-120 CT and 6 oz #2s are readily available.

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Squash-Yellow & Zucchini

As a result of the recent flooding that occurred in Michigan, the supply of squash in the East has been adjusted downward little this week. On the other hand, the supply is enough because there are a great number of industrial centres. Despite the fact that the quality is good in the majority of regions, there are some areas where the occasional consequences of the previous weather are visible. Within the Western area, there are a number of places in California and Baja that are generating products of a high



quality. This is due to the fact that the majority of producers have a lower amount of space dedicated to growing yellow squashes, which is the reason why yellow squashes are less common than zucchinis. Within the next seven to ten days, it is anticipated that the nearby Washington state program would come to a close.

Hard Squash



At this time, there is an adequate quantity of hard squash accessible in the Eastern region. Kentucky has a greater quantity in comparison to other states; nevertheless, considering that they are still in the Summer mode, they are currently experiencing a time of reduced plantings till the end of August. The state of Michigan (MI) has just recently started, and there are also a few other places, such as New Jersey (NJ) and North Carolina (NC), that have minor levels of activity. Beginning in the month of August, the states of New York and Pennsylvania will start their operations for the season together. Right now, the Fresno/Selma region in the Western region is the source of the hard squash that is being sourced. Hard squash comes in three different varieties, all of which are easily accessible and of a great quality. It is anticipated that Stockton will begin operations during the next week, which will further contribute to the supply provided by the Western region. In addition, hard squash will be available in the state of Washington around the 5th of August. Over the course of the entire nation, the quality has, typically speaking, been satisfactory.

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



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Houston, TX 77051
Tel. 713-688-0278



Sacramento
4050 Pell Circle
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Scranton
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