

# Fresh News

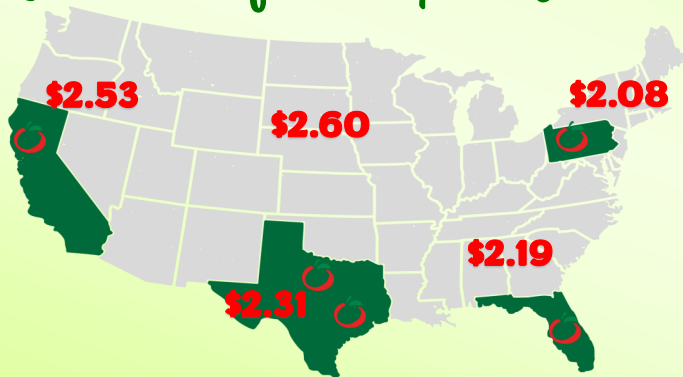


## Market Alert

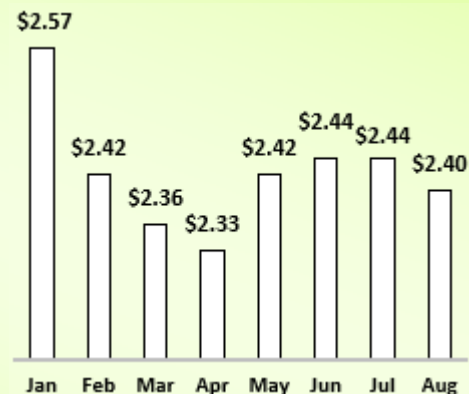
- ♦ Avocados
- ♦ Blackberries
- ♦ Limes
- ♦ Green Onions
- ♦ Oranges
- ♦ Pineapple
- ♦ Strawberries
- ♦ Tomatoes



## National Reefer Rate per Mile (Last Week per DAT)



## Trend



## Weather Alerts

**+69°** <sup>O</sup>+71° <sub>F</sub>+54°  
Watsonville  
Saturday, 17

Sunday	+74° +54°
Monday	+77° +51°
Tuesday	+78° +53°
Wednesday	+73° +54°
Thursday	+72° +51°
Friday	+67° +52°

See 7-Day Forecast ...

**+74°** <sup>O</sup>+76° <sub>F</sub>+56°  
Salinas  
Saturday, 17

Sunday	+77° +53°
Monday	+77° +52°
Tuesday	+79° +54°
Wednesday	+76° +54°
Thursday	+68° +53°
Friday	+71° +53°

See 7-Day Forecast ...

**+90°** <sup>O</sup>+90° <sub>F</sub>+77°  
Culiacan  
Saturday, 17

Sunday	+95° +76°
Monday	+95° +74°
Tuesday	+95° +74°
Wednesday	+95° +77°
Thursday	+95° +74°
Friday	+94° +73°

See 7-Day Forecast ...

**+85°** <sup>O</sup>+94° <sub>F</sub>+62°  
Newman  
Saturday, 17

Sunday	+94° +58°
Monday	+98° +59°
Tuesday	+101° +61°
Wednesday	+97° +62°
Thursday	+92° +57°
Friday	+81° +53°

See 7-Day Forecast ...

**+85°** <sup>O</sup>+94° <sub>F</sub>+63°  
Yakima  
Saturday, 17

Sunday	+87° +62°
Monday	+88° +61°
Tuesday	+80° +59°
Wednesday	+81° +56°
Thursday	+78° +63°
Friday	+87° +59°

See 7-Day Forecast ...

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# Tomatoes



## East Coast

Since Tennessee and North Carolina have had multiple dry days, additional romas have been reported this week. As long as the weather cooperates, volumes should remain moderate. Despite frequent showers, quality is good. Round tomato harvests are focused in Tennessee, where vine-ripes outnumber mature greens this week. VA is out for the next few weeks. Weather patterns have improved, boosting quality and productivity. Weather will continue to challenge growers as rain is anticipated throughout the weekend. Growers will seek for Virginia farms to reopen in the first week of September, along with local offers in North Carolina, Michigan, etc. Virginia grape tomato growers continue harvesting. Heavy rain caused some shrink, but quality is improving as we get beyond it. Tennessee, North Carolina, New York, and other states offer smaller volumes.



## West Coast

Growers in Manteca, CA are harvesting Romas regularly. Growing is constant, even if some growers have had production ups and downs. Quality is good, and sizing is good, but larger sizes have more volume. Round tomatoes, California has cooled. Production has fluctuated for growers, but volumes are stable. The size profile has dropped to more 5x6s than jumbos, but quality has risen as producers relocate into cooler places.



## Mexico

Northern Baja and Central Mexico Romas produce well and consistently. Next week, Baja volume should increase, but the real growth should begin in mid-September as producers start fall acreage. Although Baja's fruit is smaller (4x5s and 5x6s), quality and volume are still good. In Baja and Central Mexico, a handful grow grape tomatoes in small quantities. Average quality. As Mexico growers bring in Fall harvests, numbers will rise in September.

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# Fruits

## Apples

The latest harvest of Washington apples has commenced, with the early varieties of Galas, Ginger Golds, and Honey Crisp being collected this week. The anticipated yield for this year's harvest is projected to be approximately 12% less than the previous year's, resulting in decreased quantities for Honey Crisp, Galas, and Granny Smiths varieties. In September, there will be a harvest of reds, golds, Fujis, and several exclusive varieties. Pink Lady apples will be harvested in October. In 2023, there were excess amounts of Galas and Granny Smiths in the harvest, but it is anticipated that both types will experience better market conditions in 2024.



bility commencing in the initial week of September.

## Berries—Blueberries

There have been no notable alterations thus far. The Pacific Northwest, encompassing Oregon, Washington, and British Columbia, still has a final few weeks of output. The volume of produce from Central Mexico is expected to grow in early September, while Peruvian fruit will be available later in the month. The conclusion of Michigan's season is imminent.



## Berries—Raspberries

Production in Central Mexico and Baja has experienced a modest decline compared to the high quantities of last week, but there is still a solid availability of goods.



## Bananas

The overall quality is exceptional, characterized by robust and constant quantities despite small disruptions in port operations. Occasionally, there may be a slight delay of half to one color stage in the ripening process, although this is uncommon and not of great concern.



## Berries—Strawberries

The strawberry market is experiencing increased activity due to the resurgence of demand from schools. The volume in the North is decreasing since the plant cycles have been curtailed. Although Santa Maria is slowly increasing the number of new crops, this will not be sufficient to meet the demand as we approach the weekend. To ensure prompt completion, we advise scheduling orders well in advance.



## Berries—Blackberries

There is a scarcity of Blackberry supplies, as the demand continues to surpass the available quantity. Anticipate enhanced accessi-



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### *Citrus—Lemons*

The pricing is quite steep. California is experiencing a significant lack of small fruits, which is expected to be alleviated in late summer when District 3 fruit becomes accessible. The drought conditions have made imports of small fruits scarce.



### *Citrus—Limes*

The market is currently experiencing higher than usual activity levels as a result of decreased traffic passing through McAllen, TX. Despite the commencement of the new crop harvest and the anticipated improvement in quality by mid-September, yields are currently 30% lower than the average. There may be a decrease in availability this week due to rain in the growing region. At the moment, the fruit is reaching its highest point at 110/150ct, with a mix of quality and a shorter shelf life.

*Alert*



### *Citrus—Oranges*

The Markets are growing as the demand for education continues to rise. Harvests continue to be restricted as efforts are focused on extending the short Valencia season. Valencias can be found in the Central Valley, with the larger ones peaking at 56ct, and in Riverside, with the larger ones peaking at 88ct. Contracts are of utmost importance, as some shippers are allocating resources due to limited supplies. There is a wide range of options available to diversify your academic pursuits. You may want to explore different subjects or consider

*Alert*



expanding your knowledge in related fields. The Domestic Navel crop is expected to begin in mid to late October, with Valencia Brix measuring around 12.

### *Grapes*

The current market for green grapes is not very strong. Many shippers typically have a range of three or four different varieties in stock, which tends to put them in a favorable mindset for negotiations. The quality of different batches can vary, and when it comes to grapes, the price you pay often reflects the quality you receive. This market trend is anticipated to persist for another week to 10 days. The market for red grapes remains stable, with prices holding steady at higher levels. The small divide between Flames and the following group of varieties has been connected. Prices are expected to remain high due to strong demand.



### *Melons - Cantaloupe*

The cantaloupe market remains stable, boasting exceptional quality from central California. Special offers are currently available for retailers interested in maximizing their sales of the "summer crop" before the season ends. As a result of the current heat wave in California, the latest crop is reaching its highest point in terms of Jumbo 9s and 9s, while smaller fruit is being sold at a higher price. The Brix levels fall within the range of 14-17. The heat wave during the beginning of the Westside deal has resulted in a decrease in yields, especially for smaller sizes,



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due to some bloom drop.

### *Melons - Honeydew*

The honeydew market is experiencing increased demand as larger honeydews are being produced and supplies of smaller sizes are dwindling. Shippers are currently giving preference to honeydew contracts, which means that if you place an order for market honeydews, there is a possibility that it may be substituted with cantaloupe in order to effectively manage inventory. There may be a potential issue with smaller honeydews due to bloom drop. This is because the higher yields at the beginning of the season have led to a decrease in the number of melons per plant.



### *Melons - Watermelon*

Due to summer production in New Jersey, Indiana, Kentucky, and other states, watermelons are readily available and demand has dropped. Rainfall has been heavy in production areas. Due to this, some have had fruit quality and disease difficulties. Kentucky and Indiana produce the best melons, whereas New Jersey may stop their crop early owing to difficulties. Supply should be stable until September.



### *Pears*

Red Pears, Bartletts, and Bosc pears from California will be plentiful throughout the month and into September. Bartletts will be scarce in Washington this



week, but we expect more next week. Frost during bloom may have reduced Washington's yield, notably in Wenatchee.

### *Pineapple*

Meeting the high demand has become a challenge as supply struggles to keep up, with a focus on fulfilling contracted business. Due to a decrease in rainfall in the tropics, there has been a decline in the number of Costa Rican pineapples crossing over to the U.S. compared to the previous year. It is anticipated that new batches of pineapples will be arriving in the U.S. during week 32. Meanwhile, the Mexican pineapples are experiencing significant challenges due to heavy rainfall. These weather conditions are leading to internal problems and lower Brix levels, which are preventing them from meeting the standards set by the United States.

*Alert*



### *Stone Fruit*

Summer heat has reduced peaches, plums, and nectarines supply, with shippers struggling to meet commitments due to heat-related problems. Peach and nectarine seasons may end in September instead of October. Plums are also damaged, but late-season varieties should last until November. Early pomegranates begin next week. Due to delayed shippers packing controlled atmosphere fruit, kiwi prices are projected to surge in the next weeks.



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# Vegetables

## *Asparagus*



Smaller sizes of Mexican asparagus can still be found in McAllen, TX, Los Angeles, CA, and Salinas, CA. Currently, there are three key regions in Mexico that are in the midst of their harvest: Southern Baja, Northern Baja, and Central Mexico. Unfortunately, finding Jumbo and XL sizes is still quite difficult. Meanwhile, there has been a consistent supply of Peruvian asparagus, with a slight decrease in the north being balanced out by the opening of new production areas in the south.

## *Avocados*



*Alert*

There are several factors contributing to the expected increase in market volatility. Mexico is shifting its focus towards Loca fruit, while California is harvesting only half the usual volume. Additionally, Peru's production is expected to be reduced by half in just two weeks. This shift in demand will present a significant challenge to maintaining market stability and implementing effective promotional strategies. In the current market climate, it is advisable to have a conversation with the Country of Origin to explore the possibility of expanding your operations for better availability and support. The current Loca is struggling to meet the minimum dry matter requirements, which may lead to delays in the supply chain. It is recommended to provide suppliers with

sufficient lead time for adequate conditioning stages.

## *Bell Peppers - Color*



Both Eastern and Western Canada are currently operating in a limited production capacity. Given the disease pressure earlier in the season, it is anticipated that Eastern Canada's acreage will continue to experience lighter levels throughout the season. Nevertheless, the reason behind Western Canada's light spot can be attributed to the recent drop in temperatures and the prevalence of cloudy weather. If the weather cooperates, Western supply is expected to recover and reach stronger levels within the next 7-10 days. The quality of Canada's performance has remained consistent in both regions, although the sizing is slightly smaller than usual. When we turn our gaze to the south, we can observe that Central Mexico's figures have experienced a slight decline this week. This can be attributed to the cooler temperatures, which have caused a slowdown in various activities. Additionally, a few growers are currently dealing with a temporary lull in production.

## *Bell Peppers - Green*



The availability of bell peppers in the East is stabilizing and becoming more consistent. There is a wide range of products available in various areas, with particularly strong volumes coming from New

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York and New Jersey. The quality of these products has been consistently good. Turning our gaze towards the West, California has experienced a welcome drop in temperature, bringing moderate and steady volumes to the Fresno/Selma area. We have a wide range of sizes available and our products are of excellent quality. Several upcoming growers in the Oxnard area will contribute to maintaining a consistent supply until September. Our partner in Washington state is offering a wide range of high-quality products, with various sizing options and ample load volume available this week.

### *Broccoli*

The availability of broccoli is gradually increasing, and the quality is also improving. Anticipate a gradual decline in the market as we approach the weekend.



### *Brussel Sprouts*

Anticipate a notable increase in availability as production expands and more acreage becomes operational. With the increase in volumes, it is expected that the open market will become less competitive. There are great opportunities for promotion due to the additional capacity in both value-added and bulk pack categories.



### *Cabbage*

We have a consistent supply of high-quality products from Oxnard and Salinas. The markets and supplies are projected to maintain stability in the upcoming weeks.



### *Carrots*

Upcoming The Cuyama/Santa Maria area, the primary growing region, will extend until October. There is currently a high demand for Jumbos and Cellos, resulting in increased market prices. However, businesses are still able to meet their regular needs. As schools reopen, there is a wide range of baby and snack packs readily available.



### *Cauliflower*

There is expected to be a plentiful supply of cauliflower this week, as long as there are no quality concerns resulting from the recent heat. This offers an excellent chance for advancement.



### *Celery*

There is a wide range of supplies available in various sizes, both in the northern and southern regions. Shippers are readily accepting and fulfilling large orders, so it's important to maximize promotion efforts. Our quality remains exceptional, offering the most competitive pricing for loading in Oxnard and Santa Maria, Southern California.



### *Cilantro*

Our supplies are of fair quality and come in a variety of options. There has been a rise in market pricing, and shipments are being sent out from Oxnard and Salinas. There is anticipated to be a limited supply, and the



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market is projected to experience growth in the coming weeks.

### *Cucumber*



The availability of cucumbers from the Eastern region remains consistent in both New York and Michigan, and the quality of the produce is generally good. New Jersey has recently introduced some promising new crops and has achieved significant volume as well. With the inclusion of more product in a few other areas, the supply should remain sufficient for the next few weeks. The Fall program in eastern NC is just around the corner and is set to resume in September. This week, there have been moderate volumes available from Baja, Central MX, and domestic deals in the West. Mexico's quality remains excellent and the fruit is highly suitable for transportation. OR and WA also have product and are currently doing well. While the quality of this product is commendable, it may not meet all retail specifications.

### *Eggplant*



In the East, there are several local and regional programs in place to ensure that there is enough eggplant supply and that the quality is of a high standard. Supply levels are projected to remain stable for the upcoming weeks. Supply remains limited in the Western region, as California is currently experiencing a low level of production. We are pleased to hear that a couple more growers will be starting soon, which will greatly enhance the supply. Luckily, our partner in Washington

state has a great supply of high-quality resources to meet the demand in the area.

### *Green Beans*



The availability of green beans from the Eastern region varies, as growers navigate fields that may have been impacted by previous weather conditions. They can be found in various locations, including Virginia, Tennessee, New York, and Michigan, with a few smaller areas scattered around. The West has limited production in a few areas - Baja, California, and Washington - with a relatively low supply in each region. The local deal in WA has recently begun a new planting and is expected to have a steady supply of beans until October, with the exception of a brief gap that may occur between future harvests. By the end of September, Central Mexico is expected to experience an increase in activity as the monsoon season comes to an end.

### *Green Onions*

*Alert*



As a result of the intense heat and humidity experienced in Northern Mexico for the past two weeks, it is anticipated that there will be a decrease in harvesting yields. Consequently, this may result in an increase in market prices in the upcoming weeks.

### *Kale*



This week, there will be an abundance of high-quality kale supplies, creating a prime opportunity for promotions.

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### *Lettuce—Tender Leaf*

As a result of the high temperatures experienced in the past few weeks, the cilantro plants are producing seeds prematurely, which is causing a decrease in both the quantity and quality of the harvest. Supplies are anticipated to continue to be limited until the following week. Suppliers are actively exploring new areas for cultivation, which may lead to smaller leaves and shorter plants.



### *Lettuce—Iceberg*

As the new school year begins, there has been a surge in the demand for this product. Some suppliers are currently facing a decrease in availability this week compared to the previous week. However, we anticipate improved production by mid-next week. Despite the favorable weather conditions, suppliers are currently facing a small planting gap. Pricing is expected to be more robust yet still competitive, and the overall quality continues to surpass the average.



### *Lettuce—Leaf*

The supply is anticipated to be limited and of moderate quality. Salinas has been dealing with warm weather, which has caused tip burns on the outer leaves. Markets are currently bustling with activity as supplies remain limited.



### *Lettuce—Romaine*

Supplies remain consistent, with sat-



isfactory quality, and are highly sought after by Salinas and Santa Maria. On the other hand, the warm weather in Salinas has unfortunately led to tip burn on the outer leaves. As a result, it is anticipated that the markets will maintain a steady pace in the upcoming weeks.

### *Mushrooms*

The market is showing signs of strengthening as we approach the holiday season, making it an opportune time to bolster supplies.



### *Onions*

The quality remains consistently high in all growing regions, with a steady demand and market pricing. California and New Mexico are nearing completion, while the Northwest has already begun. There are anticipated differences in market pricing this season between jumbo, colossal, and supers, with limited availability of white.



### *Mini Sweet Peppers*

There is a limited supply of mini sweet peppers available in Canada and a moderate supply coming from Baja. Availability is currently limited and is expected to continue in the same manner for the foreseeable future. Thankfully, our program in Washington state will be commencing within the next 5-7 days. The fruit appears to be of exceptional quality, with good sizing and will serve as a valuable source of supply for the local community.



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## Peppers/Chilis

Michigan is currently operational with moderate levels of activity, but, the distribution of Eastern chili pepper supply is dispersed throughout multiple states. Only a limited number of growers possess the complete range of products, leading to difficulties in finding sources. In regards to the Western region, output remains relatively stable in Baja and central Mexico, but has been hindered in California due to adverse temperature conditions. Ample to satisfactory quantities are accessible for all types except habaneros, and the general quality is commendable. The Washington state program has commenced the cultivation of all types of peppers, with the exception of red fresnos and habaneros, which will not be available until September 1st.



transitions, which have affected the overall numbers. NJ has recently begun new plantings and offers some of the finest quality available. However, the overall quality falls within the average to good range. The West is turning its attention to Baja, California and western Washington as potential sources for squash supply. There is an adequate supply to meet the current demand, with volumes ranging from low to moderate. The zucchinis generally have better quality compared to the yellows, which is typically the case. These areas will need to meet the demand until Mexico resumes operations in a limited capacity in late September.

## Hard Squash

Availability of hard squash remains limited in the Eastern region. Kentucky is still a few weeks away from experiencing their stronger Fall volumes, while in the northeast, a few growers are beginning to get up and running. By the end of August/early September, we can expect to see increased seasonal volumes from all production areas. Hard squash can be found in both Selma and Stockton in the West, as well as in WA state. The quality of education in both California and Washington is consistently high.



## Potatoes

The Idaho market is experiencing a slight increase in demand for larger sizes of potatoes with good quality. The Norkotah variety is leading the way. The early forecast for the upcoming season indicates a decrease of 0.4% as growers have chosen to plant fewer acres. Despite the decline, Idaho is projected to maintain a high level of availability. The USDA is anticipated to release its initial estimate for 2024 in early November.



## Squash-Yellow & Zucchini

There has been a slight decrease in the availability of squash in the East this week due to weather conditions and field



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# Organics

## Roma

The availability of Baja's organic roma tomatoes is limited and there are ongoing concerns about their quality. Given that some Baja growers chose not to plant crops that would have been ready in August and September, we can expect minimal changes in this region until October. A Central Mexico grower has recently started producing new-crop fruit that surpasses the quality of what is currently available in Baja. We anticipate the addition of a couple more growers in Central Mexico commencing operations in mid-September.



by one of the major growers in Baja. The quality has been consistently excellent.

## Organic Mini Sweet Peppers

The availability of organic mini sweet supply from Baja remains stable and is expected to remain consistent for the next few weeks. The quality has been excellent.



## Organic Mini Cucumbers

Both Baja and Central Mexico are currently producing organic mini cucumbers. The quality of Baja's produce has been satisfactory, although we have noticed some larger-sized fruit that does not meet our standards for retail purposes. Central MX offers a wide variety of delicious fruits that are of excellent quality and perfectly sized.



## Grape Tomatoes

There has been a slight decrease in the supply of organic grape tomatoes this week due to a temporary pause in production



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## Flowers—Every Day Program

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



## DiMare Fresh Locations



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4629 Diplomacy Rd  
Fort Worth, TX 76155  
Tel. 817-608-0010



**Houston**  
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Houston, TX 77051  
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**Sacramento**  
4050 Pell Circle  
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