



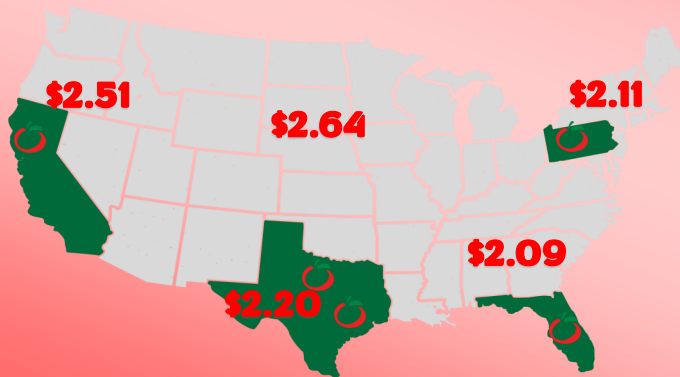
# Fresh News

## Market Alert

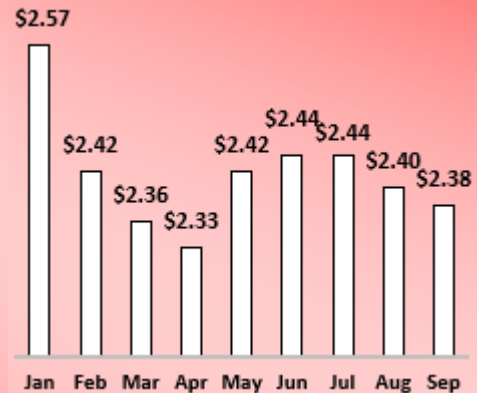
- ♦ Asparagus
- ♦ Bananas
- ♦ Blackberries
- ♦ Blueberries
- ♦ Oranges
- ♦ Green Onions



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



## Trend



## Weather Alerts

Watsonville , 28	Salinas , 28	Culiacán , 28	Newman , 28	Yakima , 28
<b>+74°</b> F +80° +55°	<b>+64°</b> F +70° +57°	<b>+95°</b> F +97° +76°	<b>+93°</b> F +96° +67°	<b>+76°</b> F +80° +55°
Monday  +72° +52°	Monday  +75° +55°	Monday  +92° +77°	Monday  +97° +62°	Monday  +68° +48°
Tuesday  +92° +53°	Tuesday  +96° +55°	Tuesday  +86° +76°	Tuesday  +101° +64°	Tuesday  +67° +44°
Wednesday  +95° +63°	Wednesday  +98° +69°	Wednesday  +95° +76°	Wednesday  +106° +70°	Wednesday  +77° +50°
Thursday  +88° +57°	Thursday  +92° +64°	Thursday  +98° +74°	Thursday  +107° +76°	Thursday  +72° +51°
Friday  +74° +51°	Friday  +79° +55°	Friday  +98° +75°	Friday  +104° +68°	Friday  +68° +45°
Saturday  +73° +51°	Saturday  +76° +54°	Saturday  +99° +75°	Saturday  +94° +64°	Saturday  +56° +47°
See 7-Day Forecast ...	See 7-Day Forecast ...	See 7-Day Forecast ...	See 7-Day Forecast ...	See 7-Day Forecast ...

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# Tomatoes

## East Coast

A significant portion of the current Roma and Round tomato supplies in the East is sourced from Eastern Tennessee and, to a lesser degree, Western North Carolina. Regrettably, these regions have been impacted by Hurricane Helene. Numerous expanding sectors are currently inundated alongside warehouses. The comprehensive effects on crops will remain uncertain until the fields have sufficiently dried, allowing for thorough evaluations, which are anticipated to occur early next week. Before the storm, production in these regions had been consistently maintained at light to moderate levels, characterized by good quality. As we consider the future, it is typical for the Fall harvests in Quincy, Florida, and southern Georgia to sustain supply levels through October; however, the anticipated effects of the storm are noteworthy.



## West Coast

In the Western region, the production of roma tomatoes in California continues to be characterized by a moderate and stable output. This week, California's round tomato production has experienced a slight decrease attributed to split sets resulting from prior weather conditions.



## Mexico

This week, Baja is experiencing a shortage of romas due to the growers' transition from summer to fall crops. However, new fields are expected to begin production within the next 7-10 days. Central Mexico exhibits superior availability; however, the quality has varied significantly among different lots. In Mexico, the production and sizing in Baja have decreased, resulting in smaller fruit, primarily 5x5's and 5x6's. However, the upcoming fall plantings are expected to enhance both availability and sizing in the near future. In Mexico, the supply continues to be stable, supported by reliable production from Baja and Central Mexico. It is anticipated that comparable levels of availability will persist until the start of new crops in mid-October.



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# Fruits

## Apples

The market exhibits a predominantly stable condition, with all principal varieties having transitioned to the new crop, with the exception of Pink Lady. Certain inventories of storage crops remain accessible.



## Bananas

It is essential to take into account the ongoing port strike and the forecasted hurricane-related weather conditions in the Southeast. It is advisable to engage in thorough planning with local distribution centers and to submit purchase orders promptly. This should be done even in the absence of expected disruptions, while also prioritizing the quality of the fruit.



*Alert*

## Berries—Blackberries

The pricing structure exhibits stability, characterized by fair quality in Mexico and superior quality in Watsonville. The volumes have reached their highest point and are anticipated to decrease until the beginning of October. In summary, the production levels are satisfactory, and positive outcomes are anticipated to continue until mid-October.



*Alert*

## Berries—Blueberries

The escalation of prices can be attributed to the restricted availability in the Pacific Northwest, as the season concluded earlier than expected, coupled with subpar quality. A period of limited availability is anticipated prior to the import season, resulting in a notably constrained supply during the months of September and October.



*Alert*

## Berries—Raspberries

The pricing structure exhibits stability, characterized by acceptable quality levels in Mexico, alongside a prospective rise in volume anticipated through September. In Watsonville, the quality remains satisfactory; however, there has been a noticeable decline in production, resulting in limited volume availability until October, when the season concludes.



*Alert*

## Berries—Strawberries

Prices are on the decline, particularly for fair quality produce sourced from Salinas, Santa Maria, and Watsonville. The quality of the fall crop for the Santa Maria region is satisfactory, although there are some instances of bronzing noted. The volume is projected to reach its peak production levels in the upcoming week. The quality of Watsonville/Salinas is com-



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mendable, featuring occasional notes of dark fruit. The overall output volume is experiencing a decline on a week-over-week basis as the season of fall advances.

### *Citrus—Lemons*

The markets exhibit a stable trend overall, with District 2 (Oxnard/Ventura County) consistently emerging as the principal area of growth. District 3 (California Desert/AZ) is expected to increase production in mid to late September, resulting in enhanced quality. Offshore fruit is accessible on both coasts as well.



### *Citrus—Limes*

The markets are currently witnessing a modest downturn, although the quality is holding steady and showing signs of gradual enhancement. Elevated prices are being sought for high-quality fruit. With the rise in new crop supplies, we anticipate an increase in volume and an improvement in quality. This will result in a restricted availability of larger fruit, while smaller fruit is expected to become more abundant in the upcoming weeks.



### *Citrus—Oranges*

The markets are exhibiting a trend of strengthening; however, it is anticipated that supplies will be significantly constrained over the forthcoming four weeks due to persistently low harvest levels, which are intended to prolong the brief Valencia season. At present, Valencias can be



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found in the Central Valley and Riverside regions; however, the prioritization of contracts results in shippers distributing resources based on significantly diminished supplies. A number of shippers are scheduled to complete the packing of Valencias next week, which will contribute to a further constriction of supplies and subsequently elevate prices. The quality is moderate, consistent with seasonal expectations, accompanied by observations of premature decay, softening of fruit, and skin deterioration attributed to the intense heat conditions. Offshore navels are currently being imported on both coasts; however, one should anticipate a contraction in supplies as they compensate for the deficit created by California, alongside a reduction in import volumes as the season approaches its conclusion. The domestic Navel crop is projected to commence in the period spanning from mid to late October. Import oranges, it is essential to take into account the ongoing port strike and the forecasted hurricane-related weather conditions in the Southeast.

### *Grapes*

The market is exhibiting a modest uptick, with a limited availability of medium to large sizes. Nevertheless, there exists a substantial availability of Extra Large and Jumbo sizes, each of which is characterized by exceptional quality.



### *Melons – Cantaloupe*

The cantaloupe market exhibits stability, with reports indicating exceptional quality for the California harvest. Nev-



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ertheless, the total harvests on a daily basis have diminished as a result of the cooler climatic conditions in the area. The demand for the western crop has increased as regional programs conclude, resulting in a surge in the availability of larger fruits, while smaller sizes are also becoming more readily accessible. The conclusion of California production is anticipated for the week of October 13, while Yuma production is set to commence on October 14.

### *Melons - Honeydew*

The honeydew market exhibits a stable condition, characterized by a notable increase in supplies. Although improvements in sizing options are emerging, the availability of honeydew 8s continues to be restricted. The anticipated availability of the Arizona crop is projected for mid-October, with subsequent supplies from Mexico expected to arrive shortly thereafter.



### *Melons - Watermelon*

The availability of watermelon is starting to diminish as temperatures drop and local initiatives come to a close. Nonetheless, supplies will remain accessible throughout October, with new inventory anticipated to arrive from Nogales by the middle of November.



### *Pears*

The Northwest pear crop in Washington and Oregon has experienced a notable



reduction in volume, attributed to subpar temperatures during late February and early March, which have adversely impacted bud development in elevated regions. The Pacific Northwest has experienced a 14% reduction in Bartlett volume, which has implications for grading and has resulted in an increase in the size profile by 1 to 2 sizes. Anjous have encountered a 30% decline, with additional emphasis on a third-grade cohort, anticipated to conclude in May or June. Red Anjous have experienced a decline of 7%, with the 120/135ct category raising some concerns regarding quality. Availability is projected from early November through May. Bosc has experienced a decline of 63% compared to the previous year.

### *Pineapple*

Suppliers are conforming to six-week averages, prioritizing contractual agreements. Costa Rican pineapples are encountering difficulties due to inadequate rainfall in the tropics, with new crop supplies expected in a few weeks. Procurement of larger fruit in the market is challenging. Mexican pineapples are becoming accessible in the U.S. due to enhancements in the quality of the growing regions. We are diligently observing the port negotiations and their possible effects on supply.



### *Stone Fruit*

Only a few nectarines remain as the season winds down. As the season ends, plums and pluots are abundant but peaches are decreasing.



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# Vegetables

## Asparagus

The current output from Mexico is notably constrained; however, we anticipate a potential rise in production within approximately one week, contingent upon weather conditions. There has been a gradual enhancement in larger sizes; however, the volumes remain relatively low. The volume of Peruvian products remains consistent, characterized by a plentiful supply of smaller sizes and standards. Southern Peru is progressively expanding its fields, and we foresee an improvement in production within the upcoming 7-10 days. The markets continue to exhibit a dynamic nature, with prices consistently fluctuating around the \$40 mark across various sizes.



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proach the final 6-7 weeks of the season, it is anticipated that there will be a gradual reduction in volume in the upcoming weeks. This week, the supply in Western Canada has been constrained; however, production is anticipated to persist throughout October. The quality observed in both regions has been satisfactory, albeit not outstanding. In the interim, Central Mexico has consistently ensured a reliable supply of bell peppers characterized by high quality, presenting a favorable choice.

## Bell Peppers - Green



Recent observations indicate that the Eastern region has maintained a robust supply of bell peppers throughout the past week, with availability noted from states such as New York, Pennsylvania, Ohio, New Jersey, Kentucky, among others. Canada and Michigan are approaching the conclusion of their respective seasons and will be wrapping up shortly. Georgia has observed the emergence of some early bell peppers; however, the predominant phase of production is anticipated to commence in the upcoming week. In approximately four weeks, South Florida is anticipated to initiate its bell pepper production, contingent upon the assessment of damages caused by Hurricane Helena. The supply of bell peppers in the Western region continues to be stable, sourced from Fresno, Oxnard, and Washington State. The quality in these areas has remained satisfactory; however, there is a noticeable reduction in fruit

## Avocados

The markets are experiencing an upward trend for the 60ct and 70ct sizes, attributed to a shift in size distribution towards the 48ct category, a consequence of the significant rainfall observed in Mexico. The Adventajada crop is projected to commence in the upcoming weeks, although the precise timing for peak sizing and the official initiation date remains to be established.



## Bell Peppers - Color

The volumes of red, yellow, and orange bell peppers in Eastern Canada continue to be limited. As we ap-



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size, resulting in a decreased availability of larger specimens. The production activities in California are poised to shift from existing locations to the desert regions, whereas the program in Washington is expected to persist throughout the majority of October, contingent upon favorable weather conditions.

### *Broccoli*



This week, the availability of broccoli is somewhat constrained as a result of heightened insect activity in the agricultural fields. Anticipate a gradual fortification of the market as we near the weekend.

### *Brussel Sprouts*



The sprout forecast remains largely unchanged, with substantial volumes anticipated to persist in the coming weeks. The current state of the open market is characterized by an oversupply, which has resulted in a decline in pricing levels. The overall quality is satisfactory; however, there have been instances of reported insect damage on occasion. There exists an increased capacity in both VA and bulk pack categories, presenting an excellent opportunity to investigate promotional avenues.

### *Cabbage*



The availability of supplies is currently limited. Producers are indicating challenges at the field level and a moderate quality of output, with products sourced from Oxnard and Salinas. The market pricing has experienced an uptick this week, and it is anticipated that supplies will be limited in the

forthcoming weeks.

### *Carrots*



Emerging crops are anticipated, promising enhancements in both supply and quality in the future.

### *Cauliflower*



The availability of cauliflower continues to be stable in the Salinas and Santa Maria growing regions. We expect the market to maintain stability as we approach the upcoming week, with quality levels varying from fair to good.

### *Celery*



Similar to the preceding week, the supply levels persist in exceeding demand, as numerous shippers present an abundance of attractive offers. Santa Maria and Oxnard are presenting the most advantageous proposals, particularly for larger sizes, which exhibit the highest availability. Consistent supplies and high quality are anticipated for the week ahead; however, the availability in Salinas is projected to be somewhat reduced.

### *Cilantro*



The availability is constrained, with reports indicating only moderate quality. The demand has seen a notable increase, accompanied by the shipping of supplies from Oxnard and Salinas. The anticipated supply constraints over the forthcoming weeks will likely contribute to a heightened market environment.

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## *Cucumber*

The local agreements in the Eastern region are approaching their final stages, with North Carolina and Georgia identified as the key areas of focus. The influx of supplies from the West has seen notable enhancement, attributed to the arrival of products from Central Mexico and Baja. Although the quality continues to be satisfactory, the onset of cooler weather has resulted in a restricted availability of larger fruit.



presently constrained due to elevated temperatures affecting the growing region in northern Mexico. Anticipate that the market will sustain its elevated status over the forthcoming weeks.

## *Kale*

The supply remains consistent, accompanied by robust demand and high quality. It is anticipated that supplies and market prices will remain stable over the forthcoming weeks.



## *Eggplant*

Supply levels are currently moderate on both coasts, with local regions continuing to contribute to the overall volume. Georgia is anticipated to significantly increase its production by October, whereas California continues to uphold a steady supply characterized by high quality.



## *Lettuce—Tender Leaf*

The supply remains consistent, characterized by quality ranging from good to fair, alongside robust demand originating from Salinas and Watsonville. The quality and supplies are anticipated to remain consistent.



## *Green Beans*

The availability is constrained, characterized by minimal output in California, Washington, and Oregon. This year, California's acreage has experienced a significant reduction, resulting in a minor supply gap anticipated over the next 7-10 days. In a comparable manner, Washington State is currently facing a brief interruption in its agricultural activities; however, it is anticipated that production will recommence in the forthcoming days.



## *Lettuce—Iceberg*

The enhancement in supply and quality is evident, driven by a rise in demand alongside improvements in weights and yields. Anticipations indicate that sizing will enhance, while pricing is projected to stabilize in the forthcoming weeks.



## *Lettuce—Leaf*

The supply situation appears favorable, with an uptick in demand. Anticipations for improvements in sizing and weights are noted for the upcoming weeks, alongside reports of quality being satisfactory and market conditions holding steady.



## *Green Onions*

The supply of green onions is



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### *Lettuce—Romaine*

Resources are within the allocated budget, exhibiting a quality range from fair to good. The demand is robust, with supplies being sourced from Salinas and Santa Maria. Supplies are anticipated to maintain stability in the upcoming weeks, as growers indicate enhancements in quality and weights, while the markets for hearts are becoming increasingly dynamic.



State are experiencing impressive volumes and quality across all products, with the exception of tomatillos, which have concluded for the season. Their season is expected to continue into October, which will contribute to the assurance of high-quality fruit, particularly given the observed decline in quality from other production regions.

### *Mushrooms*

Currently, the availability of supplies is constrained as producers navigate the seasonal transition into fall. Nonetheless, the Northeast is experiencing advancements, and we anticipate a rise in supplies on the West Coast in the forthcoming two weeks.



### *Potatoes*

Producers are concluding their ultimate harvests and making arrangements for storage. The overall size profile indicates a preference for larger fruit, with advantageous offers present on 40 and 50 CT. Nonetheless, the availability of 80-120 CT and #2 grade fruit continues to be constrained.



### *Onions*

The concluding weeks of the Northwest harvest are upon us, presenting an abundance of both red and white onions. The market for red onions continues to exhibit stability.



### *Squash—Yellow & Zucchini*

The West anticipates sustained favorable supply levels from the Santa Maria region over the forthcoming 3-4 weeks. The process in mainland Mexico has commenced in a gradual manner, with expectations for volume increases over the forthcoming weeks. The pricing exhibits stability; however, there has been a minor reduction in supplies in the western region attributed to cooler weather conditions. In contrast, the eastern region continues to provide superior zucchini and lighter yellow squash varieties.



### *Mini Sweet Peppers*

Canada Supply remains stable this week with loading operations taking place in California.



### *Peppers Chilis*

Central Mexico and Baja are yielding sufficient quantities of chilies. In the meantime, producers in Washington



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# Organics

## Roma

Both Baja and Central Mexico offer organic romas, ensuring a satisfactory supply overall. Baja had been encountering certain quality challenges; however, these issues have been resolved now that the focus of harvests has shifted to shadehouse cultivation instead of open field crops.



## Mini Cucumbers

The current supply of organic mini cucumbers remains significantly constrained, with most of the available stock originating from Baja. The quality has been satisfactory; however, the sizing tends to be larger than expected, resulting in some shrinkage during the packing process.



## Grape Tomatoes

Baja is consistently delivering high-quality organic grape tomatoes. Central Mexico possesses fruit; however, the quality has not demonstrated the same level of excellence.



## Bell Peppers

The availability of organic colored bell peppers continues to be robust this week, primarily sourced from Central Mexico. Canada continues its production activities; however, it is gradually approaching a conclusion, with the season anticipated to wrap up in the coming weeks. The quality has been satisfactory, particularly when the fruit is at its freshest state.



## Mini Sweet Peppers

The supply of organic mini sweet peppers from Baja continues to be stable and sufficient, with overall good quality observed when the product is fresh.



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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  
Tel. 713-688-0278



**Sacramento**  
4050 Pell Circle  
Sacramento, CA 95838  
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**Scranton**  
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**Tampa**  
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