

# Fresh News



## Market Alert

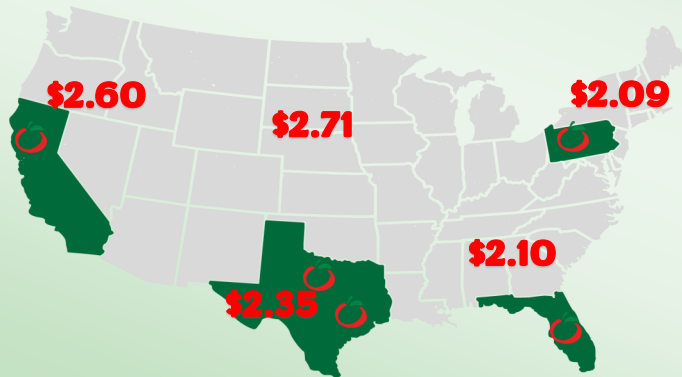
- ♦ Asparagus
- ♦ Cantaloupe
- ♦ Honeydew
- ♦ Tomatoes

*Wish this New Year brings you  
joy, happiness, and health.*

*Happy New Year!*

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

## Trend



## Weather Alerts

YUMA WEATHER	72°F clear sky	Sunday 75°F 52°F	Monday 77°F 50°F	Tuesday 73°F 52°F	Wednesday 72°F 48°F	Thursday 75°F 48°F	Friday 75°F 52°F	Saturday 75°F 50°F
BAJA CALIFORNIA WEATHER	72°F clear sky	Sunday 72°F 46°F	Monday 70°F 48°F	Tuesday 66°F 46°F	Wednesday 61°F 41°F	Thursday 64°F 45°F	Friday 66°F 48°F	Saturday 66°F 50°F
CULIACÁN WEATHER	82°F scattered clouds	Sunday 84°F 57°F	Monday 90°F 57°F	Tuesday 90°F 57°F	Wednesday 90°F 57°F	Thursday 90°F 57°F	Friday 90°F 59°F	Saturday 90°F 59°F
RUSKIN WEATHER	79°F broken clouds	Sunday 79°F 68°F	Monday 70°F 64°F	Tuesday 72°F 66°F	Wednesday 68°F 59°F	Thursday 64°F 54°F	Friday 63°F 54°F	Saturday 64°F 50°F
YAKIMA WEATHER	43°F overcast clouds	Sunday 43°F 34°F	Monday 41°F 32°F	Tuesday 37°F 30°F	Wednesday 34°F 32°F	Thursday 37°F 30°F	Friday 36°F 34°F	Saturday 37°F 30°F

# Tomatoes

*Alert*



## East Coast

While we remain approximately 10-14 days from the harvest of crops planted following the hurricane in the fall, there is a noticeable gradual increase in roma volumes in Florida. The prevailing weather conditions have been largely advantageous, resulting in the recovery and regrowth of certain damaged crops in both Palmetto/Ruskin and southern Florida. The fruit currently observed is as follows. The quality remains commendable for both crown and second picks, and it continues to be satisfactory in subsequent harvests. The industry anticipates that volumes will return to seasonal levels within approximately two weeks. The production of round tomatoes in Florida is experiencing a notable increase. This week's harvests continue to derive from crops affected by the storm; however, the prevailing weather conditions have enabled these plantings to perform more favorably than initially anticipated. The quality has been satisfactory, and the sizing is approaching its typical distribution pattern. As Homestead is set to commence in the first full week of January, Florida is anticipated to maintain adequate supply levels during the period of January 10th-15th. The production of grape tomatoes in Florida has increased to moderate levels. Producers are presently engaged in the harvesting process in both Labelle and Naples, while additional efforts are underway in central and southern Florida. The quality has been satisfactory. We can anticipate an increase in volume in the upcoming weeks as additional new crops become available.

## Mexico

The current volumes of Roma tomatoes in Mexico remain relatively low, as the harvest in Central Mexico and Baja is concluding, with only a limited number of growers beginning their production in Sinaloa. It is anticipated that more robust figures will begin to emerge following the commencement of the new year, as additional cultivators and regions initiate their operations. The quality of fruit from older crops exhibits inconsistency; however, the produce from the new growing area demonstrates commendable characteristics. The supply of Western round tomatoes remains comparatively low as the growing season in Central Mexico and Baja approaches its conclusion, while numerous growers in Culiacan are not expected to commence production until after the beginning of the new year. It is anticipated that volumes will progressively increase as additional growers begin operations, ultimately achieving more substantial levels by the second week of January. The quality of the older crops is merely acceptable, whereas the produce from Sinaloa appears to be of superior quality. The onset of grape tomato production in Culiacan this season has been gradual, but we are now beginning to observe fruit emerging from this region. As we progress beyond the commencement of the year, it is anticipated that production levels will increase. Grapes can also be found in Baja and Central Mexico.



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# Fruits

## *Apples*

The apple market is projected to maintain stability during the month of December. The dimensions of smaller foodservice offerings are expected to remain constrained across a majority of varieties, as the profiles for pack-out sizes continue to favor larger dimensions, particularly in the case of Granny Smith and Fuji apples. As educational institutions observe a break for the holidays, the reduced demand is anticipated to contribute to the stabilization of prices.



## *Bananas*

The fruit is consistently producing substantial volumes and is displaying exceptional overall quality.



## *Berries—Blackberries*

Blackberries are abundantly sourced from Central Mexico, whereas supplies from Baja may experience a minor decline next week as a result of labor disruptions associated with the holiday period.



## *Berries—Blueberries*

A substantial volume is accessible from Peru, Mexico, and Baja. The markets are anticipated to maintain stability for this item throughout Florida, California, New Jersey, and California.



## *Berries—Raspberries*

Production continues to be consistent from Central Mexico and Baja, with notably high quality emerging from the Baja region.



## *Berries—Strawberries*

Four prominent agricultural regions—California, Baja, Central Mexico, and Florida—are presently engaged in the harvesting process. Disruptions during the holiday period are influencing both demand and labor dynamics; however, it is anticipated that markets will stabilize in the upcoming week.



## *Citrus—Grapefruit*

Desert Rio grapefruit are abundantly accessible, with optimal sizing at 56ct and smaller. Shipments are being dispatched from Riverside and the San Joaquin Valley.



## *Citrus—Lemons*

The overall stability of the markets persists. District 3, encompassing the California Desert and Arizona regions, is demonstrating strong performance and is expected to maintain this trajectory through February. District 1 (San Joaquin Valley) has initiated operations with modest volumes and is anticipated to increase substantially in the forthcoming weeks.



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### *Citrus—Limes*



The market exhibits stability as fruit consistently reaches its peak in the 110/150ct sizes. Smaller fruit is less abundant, commanding higher prices in comparison to larger sizes. Anticipate an increase in costs and a reduction in the availability of supplies as we near January.

### *Citrus—Oranges*



Navel oranges are exhibiting strong performance, with optimal sizes recorded at 138ct, 113ct, and 88ct. The current market conditions for 138ct are experiencing a downturn; however, forecasts indicate a forthcoming stabilization in the near future. As the season advances, it is anticipated that peak sizing will transition towards 113ct and 88ct, whereas sizes of 72ct and above are expected to remain constrained for the foreseeable future. The duration of gas times is approximately 24 hours, while Brix levels remain stable at 12-13, indicating a robust season for the foodservice industry. Domestic mandarins have commenced their shipping process.

### *Grapes*



Domestic red seedless grapes remain accessible in California, with shipments anticipated to persist until Christmas. The season for domestic greens, blacks, and red globes has come to a close. Imported varieties of reds and greens are making their way to both coasts; however, the volume of arrivals is not meeting initial expectations.

The demand for greens is anticipated to surpass supply until early January, while the spot market for reds is expected to remain constrained. The circumstances are projected to enhance in the latter part of January, with sufficient resources expected for February.

### *Melons - Cantaloupe*

*Alert*



The availability of offshore melons is currently constrained, influenced by delays in vessel operations and the scheduling of holiday port activities, with additional disruptions caused by Tropical Storm Sara. The market for melons is currently constrained, leading to the activation of triggered pricing on certain items, which is anticipated to persist until December. Relief efforts in Honduras and Costa Rica are expected to commence no sooner than late December or early next year. The quality of offshore melons continues to be outstanding, exhibiting only minor cosmetic imperfections. In contrast, the Mexican fruit sourced from Nogales is characterized by its restricted size and limited availability.

### *Melons - Honeydew*

*Alert*



The prices of honeydew have risen significantly as a result of constrained supply, attributed to the impact of Tropical Storm Sara in November, which adversely affected both agricultural fields and infrastructure, leading to diminished yields. Further offshore honeydew supplies are anticipated to arrive later in the month; however, they have not yet been dispatched. The volume of Mexican produce is

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notably restricted, particularly as larger honeydews reach their maximum size.

### *Melons - Watermelon*



Current supplies of watermelon are notably constrained due to the conclusion of production in northern Mexico, while the fields in southern Mexico are only just commencing their growing season. The suppliers located on the East Coast and in Georgia have experienced considerable effects due to Hurricane Milton, resulting in a notable shift in demand towards the West Coast. Offshore watermelons are anticipated to be accessible starting in January via multiple ports.

### *Pears*



Currently, all principal pear varieties are undergoing packing in Washington. However, this year presents challenges for pear availability, as the crop yield in Washington is considerably lower compared to the volumes observed in the previous year. The market exhibits a robust stability and is anticipated to maintain this condition for the duration of the year. Bartletts presently represent a more advantageous purchase compared to Anjou; however, this situation is expected to shift as the Bartlett season concludes towards the end of January.

### *Pineapple*



Suppliers are sustaining 6-week averages, emphasizing contracted business, while making preparations for contracts in 2025. The supply of Costa Rican

pineapples is on the rise, with anticipated enhancements in quality due to forthcoming rainfall. While larger fruit continues to be limited in supply, there is an increased availability of Mexican pineapples, which also exhibit enhanced quality. Suppliers are placing significant emphasis on their commitments for the year 2025.

### *Stone Fruit*



Imported peaches and nectarines are anticipated to start arriving on both coasts during the week of December 16, featuring light supplies primarily composed of medium-sized volumes. The availability of domestic Asian pears is approaching its conclusion, with only a limited quantity of smaller sizes still in stock. The domestic kiwi supply is being shipped in substantial quantities, and the market remains stable.



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# Vegetables

## *Asparagus*



The production of asparagus in Peru and Mexico continues to be quite restricted. In Mexico, low temperatures are impeding growth, whereas quality issues related to elevated temperatures are leading to a reduction in volumes from Peru. Anticipate that the markets on both coasts will maintain elevated levels over the forthcoming month.

## *Avocados*



The markets exhibit a stable condition, characterized by a size distribution that favors smaller fruit, which is more abundantly accessible, whereas the availability of larger fruit is comparatively restricted. The pricing structure exhibits a more lenient approach for smaller sizes, while maintaining robust stability for larger fruit varieties. As the season advances and harvests transition to elevated terrains, it is anticipated that fruit sizing will enhance by the conclusion of the year. The industry forecasts robust supplies from Mexico for the rest of the year, offering significant promotional opportunities for smaller fruit varieties.

## *Bell Peppers - Color*



The supply of red, yellow, and orange bell peppers continues to be limited this week and is expected to persist in this manner into the first week of the new year. The production levels in Central

Mexico are currently low, and there has not been a notable increase in volumes from new crops in West Mexico thus far. By the second week of January, it is anticipated that supply will increase as additional new crops commence their growth cycle. During this period, the issue of greening will become increasingly relevant as producers seek to extend their supply.

## *Bell Peppers - Green*



The initiation of new post-storm pepper crops in Florida has commenced, contributing additional supply to the existing pipeline. In the upcoming week, we anticipate an increase in pepper availability, approaching typical Winter production levels as additional plantings become operational. The quality appears to be satisfactory, and there is a commendable range of sizing options available. In the western region, agricultural operations in the Sinaloa area are contributing moderate quantities to the market in Nogales. All sizes are accessible, and the quality is satisfactory. We anticipate an increase in volume by the second week of January as the growers who begin their operations later become active.

## *Broccoli*



This week, the supply of broccoli is robust, characterized by exceptional overall quality. The market is anticipated to maintain stability as we approach the weekend.

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### *Broccolini*

The current market situation reflects a scarcity of supply coupled with strong demand and moderate quality. Anticipated enhancements in supplies are projected for the upcoming week, leading to a responsive adjustment in market pricing.



the overall quality assessed as fair, attributed to observations of mildew and minor discoloration. Supply levels remain constrained among the majority of shippers; however, a gradual improvement is anticipated as we approach the weekend.

### *Brussel Sprouts*

The demand for Brussels sprouts continues to be robust, bolstered by ample supplies. Anticipate that the standard will continue to be elevated as we near the weekend.



### *Celery*

Production continues at a moderate level as we near the conclusion of the holiday season, with anticipated lighter supplies of larger sizes expected to endure for several additional weeks. Production in Yuma is expected to commence following the Christmas holiday, involving several suppliers. The prices of value-added items for this commodity are currently experiencing significant increases.



### *Cabbage*

Resources Current supplies are limited, accompanied by a rise in market prices. Producers are documenting challenges at the field level and noting fair quality, with products sourced from Oxnard and Yuma.



### *Cilantro*

The supply situation is showing signs of improvement, characterized by a satisfactory level of quality. The demand has seen a notable increase, accompanied by supplies being dispatched from Oxnard and Yuma. Anticipated constrained availability in the upcoming weeks alongside a more favorable market condition.



### *Carrots*

The ongoing harvest in the Bakersfield region for the Fall season is projected to persist until February. The 60 days of temperatures exceeding 100 degrees during the previous summer have resulted in a particularly difficult season, characterized by reduced sizing and constrained supplies. Allocations may become essential as the season advances.



### *Cucumber*

South Florida maintains a substantial supply of cucumbers. Although this period typically signifies a slowdown, it appears that farms have made the decision to cultivate additional cucumbers during the post-hurricane re-plant phase, which is evident in the current observations. In general, the quality is satisfactory; however, there are several minor is-



### *Cauliflower*

This week, the production of cauliflower in Yuma is notably constrained, with



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sues present throughout. Honduras is additionally introducing cucumbers to the eastern region. Current supply levels are satisfactory; however, we anticipate a significant enhancement in supply following the commencement of the new year, as an additional substantial grower initiates operations. The quality has seen enhancements; however, it remains essential to closely observe aged fruit, particularly in relation to transit durations. This week, the West presents substantial volumes, predominantly sourced from the Sinaloa region. Baja and Central Mexico continue to produce fruit and introduce new fields; however, their growing seasons are approaching their conclusion. The quality has improved significantly as numerous individuals have ceased the harvesting of older crops.

### *English Cucumbers*

This week, there has been an increase in the volumes of English cucumbers being produced in Mexico. The majority of the volume is originating from the western region of Mexico and is currently being processed at Nogales. The quality ranges from average to good.



### *Eggplant*

This week, Florida's eggplant production has experienced a slight decrease; however, the supply remains sufficient to meet demand. The agricultural output of Plant City is nearing its conclusion, resulting in a decline in quality compared to previous periods. Upon completion, the responsibility for Eastern eggplant production will transition to South Florida during the win-



ter months. The volume typically experiences a decline during January and February due to lower temperatures; however, there should be a consistent availability of fruit throughout this period. Mexico demonstrates a robust supply chain and consistently high-quality goods entering Nogales on a daily basis. Currently, there exists a surplus of supply, thus it is advisable to remain vigilant for older, inventoried products.

### *Garlic*

The quality of garlic is deemed exceptional, and robust supplies are expected to persist.



### *Green Beans*

The supply of green beans in Florida has returned to moderate levels. The quality remains satisfactory, and we anticipate a comparable scenario for the forthcoming weeks. In the western region, Mexico possesses ample resources originating from the Sinaloa area. The quality has shown significant improvement and is commendable among the majority of growers and lots.



### *Green Onions*

The availability and quality of green onions are expected to be robust this week, with market conditions remaining stable as we near the weekend.



### *Kale*

The supply and quality of kale are anticipated to remain robust over the coming



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week, creating an excellent opportunity for promotional activities.

### *Lettuce—Iceberg*



The favorable climatic conditions in Yuma are contributing to robust supplies of this commodity. Shippers are demonstrating effective adaptation, as evidenced by reports indicating satisfactory weights and quality, alongside the absence of price increases on value-added items. This favorable trend is anticipated to persist into the upcoming year.

### *Lettuce—Leaf*



The production of romaine, green leaf, and red leaf lettuce is expected to remain robust throughout the week; however, the availability of butter lettuce will be constrained. There are no increases in pricing for value-added leaf products, and there will also be a substantial supply of romaine hearts available. In general, the quality of all leaf items is anticipated to continue being favorable.

### *Lettuce—Tender Leaf*



This week, the availability and quality of all tender leaf items continue to be robust, and the market is anticipated to maintain stability as we approach the weekend.

### *Mini Sweet Peppers*



The availability of mini sweet peppers is progressively enhancing over time. Production volumes are expected to increase steadily until the second or

third week of January, at which point we anticipate reaching seasonal production levels. The quality of the new crops has been commendable.

### *Mushrooms*



Anticipated supplies and favorable volumes are projected to persist throughout the first quarter.

### *Onions*



The quality of storage continues to be exceptional, with sizing increasingly leaning towards larger formats. The robust demand for exports is exerting upward pressure on market prices, concurrently, the supply of white potatoes remains constrained. In summary, the market exhibits a robust stability and is anticipated to maintain this condition until the forthcoming holiday period. It is projected that there will be a reduction in supplies in the ID/OR region, whereas suppliers in WA are expected to experience enhancements.

### *Peppers Chilis*



This week, there is a modest supply of chilies in Plant City and southern Florida. As Plant City approaches the conclusion of its season in the coming weeks, there will be a notable reduction in supply to a certain extent. It is fortunate that west and central Mexico exhibit substantial volumes and high quality across the majority of chili varieties. Anaheims exhibit a slightly more reserved demeanor compared to their counterparts, yet it is anticipated that they will acclimate and

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become more sociable in the coming weeks.

### *Potatoes*

The ID market demonstrates stability, characterized by robust availability and high quality as it gears up for the holiday season. FOB agreements are currently accessible, and the costs associated with transportation are maintaining price stability. The weather conditions in the Northwest have resulted in a constrained supply of trucks, with a forecasted decline anticipated as we approach the end of the year. It is advisable to consider lead time for orders placed during the holiday season. Shippers are drawing from storage for smaller potatoes, whereas Washington is experiencing constraints on these smaller sizes. The yields



of sweet potatoes in North Carolina have experienced a decline when compared to previous years.

### *Squash-Yellow & Zucchini*

This week, there is an abundance of yellow squash and zucchini available. Florida is known for its fruit production in regions such as Plant City, the Immokalee area, and Homestead. While there is a presence of good quality, it is important to note that there are occasional inconsistencies. Observing the Western region, agricultural operations in Sinaloa are yielding substantial quantities in Nogales. The quality of zucchini surpasses that of yellow varieties, yet both are commendable overall.



## *Organics*

### *Bell Peppers-Green*

The availability of organic green bell peppers is on the rise as producers in the Sinaloa region progress further into their cultivation efforts. All sizing options are accessible, and the quality has been satisfactory.

### *Cucumbers*

This week, there is a sufficient supply of organic cucumbers accessible for consideration. Baja continues its production, yet the majority of the fruit is now sourced from the Western Mainland of Mexico. The overall quality has been satisfactory; however, it may fluctuate depending on the



shipper and the specific growing region. The quality of Baja is experiencing a downturn as they navigate the challenges associated with the seasonal decline.

### *Squash*

The Sinaloa region consistently offers a sufficient supply of organic yellow and zucchini squash. The quality of zucchini has been satisfactory, while the yellow varieties have exhibited only moderate quality due to observed issues such as scarring, scuffing, and discoloration of the stems on the lighter fruits.



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## 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  
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**Houston**  
9221 Park South View  
Houston, TX 77051  
Tel. 713-688-0278



**Sacramento**  
4050 Pell Circle  
Sacramento, CA 95838  
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**Scranton**  
301 Genet Street  
Scranton, PA 18505  
Tel. 570-342-3121



**Tampa**  
8150 Eagle Palm Drive  
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