

Fresh News



Market Alert

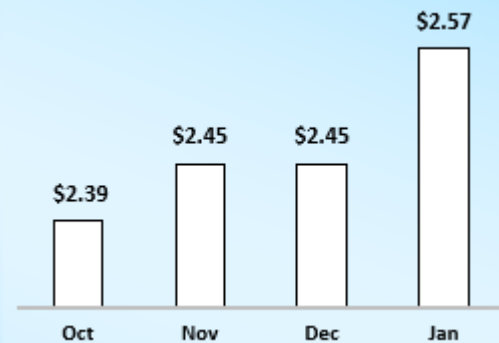
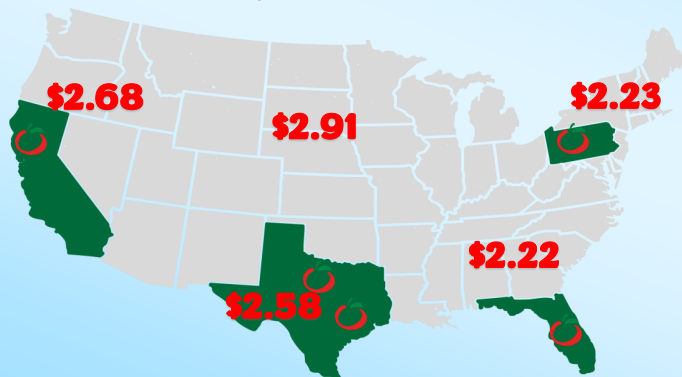
- ♦ Avocados
- ♦ Celery
- ♦ Cantaloupe
- ♦ Honeydew
- ♦ Pears
- ♦ Raspberries



For over 40 years, DiMare Fresh has been the largest independent foodservice distributor in Texas.

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

| YUMA WEATHER | 64°F clear sky | Sunday 66°F 43°F | Monday 64°F 45°F | Tuesday 64°F 41°F | Wednesday 66°F 45°F | Thursday 70°F 43°F | Friday 68°F 43°F | Saturday 73°F 48°F |
|-------------------------|-----------------------|---------------------|---------------------|----------------------|------------------------|-----------------------|---------------------|-----------------------|
| BAJA CALIFORNIA WEATHER | 54°F clear sky | Sunday 54°F 36°F | Monday 46°F 34°F | Tuesday 46°F 30°F | Wednesday 50°F 36°F | Thursday 57°F 36°F | Friday 59°F 39°F | Saturday 68°F 46°F |
| CULIACÁN WEATHER | 86°F broken clouds | Sunday 88°F 61°F | Monday 91°F 64°F | Tuesday 86°F 63°F | Wednesday 82°F 54°F | Thursday 84°F 50°F | Friday 88°F 50°F | Saturday 90°F 54°F |
| HOMESTEAD WEATHER | 73°F broken clouds | Sunday 73°F 63°F | Monday 75°F 61°F | Tuesday 79°F 61°F | Wednesday 77°F 61°F | Thursday 77°F 63°F | Friday 77°F 66°F | Saturday 79°F 68°F |
| YAKIMA WEATHER | 34°F clear sky | Sunday 36°F 28°F | Monday 37°F 28°F | Tuesday 37°F 28°F | Wednesday 37°F 28°F | Thursday 39°F 30°F | Friday 36°F 34°F | Saturday 45°F 32°F |

Tomatoes



East Coast

Consistent availability of roma tomatoes can be observed in Florida. Although there continues to be some fruit production in the Ruskin/Palmetto region, the predominant activity is occurring in southern Florida. The quality has been quite impressive, particularly regarding crown picks. The sizing predominantly falls within the jumbo and XL categories. Anticipate a consistent supply in the upcoming weeks. This week, the supply of round tomatoes in South Florida has demonstrated considerable strength. The recent rainfall has caused a temporary disruption in harvest activities for several days, and the forecast of cooler temperatures may further extend the timeline of these processes. However, it is anticipated that there will be a sufficient supply moving forward. A limited number of fields remain under development in the Ruskin/Palmetto area; however, it is anticipated that these projects will reach completion within the forthcoming week. The quality in the southern regions has been notably high, whereas it appears to be somewhat less refined in the harvests from the northern areas. While a variety of sizes is accessible, the present distribution leans more heavily towards the larger sizes. This week, the volume of grape tomatoes from Florida remains robust. It is anticipated that there may be a slight decrease in volumes as a result of the recent cooler weather conditions; however, the supply is expected to remain sufficient.

Mexico

Romas The winter production in Mexico has commenced, resulting in an abundant supply. The overall quality is satisfactory, although there are occasional issues related to specific lots or growers. The current situation regarding round tomato supply indicates that growers in Culiacan have reached a level of proficiency in their production efforts. The quality is excellent, and the majority of the fruit falls within the size range of 4x4 to 5x5. This week, the supply of TOV in Mexico has shown notable improvement and is currently at moderate levels. No concerns regarding quality have been reported. The supply of grape tomatoes in Mexico is currently moderate, particularly from the Culiacan region, while the quality remains robust.



A Fresh Take on Value-Added Distribution

Fruits

Apples

The apple market is projected to maintain stability during January, with a significant exception being Honeycrisp apples. This particular variety has experienced a decline of roughly 38% in comparison to the previous year, and projections indicate that prices are likely to persist in their upward trajectory. The overall trend in the Washington crop indicates a preference for larger sizes, resulting in a restricted supply of smaller foodservice sizes, particularly in the Granny Smith and Fuji varieties.



The onset of cooler weather has led to a reduction in the volume of Mexican production. Currently, supplies are accessible in the states of California, Texas, New Jersey, and Florida.

Berries—Raspberries

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The harvest yields for this particular item have experienced a decline in Central Mexico and Baja. The occurrence of volume deals has diminished in comparison to the previous week, and the availability in the open market is becoming progressively constrained.



Bananas

There is more demand than supplies. With the rains in South and Central America has delay supplies. Additionally the closing of Gulf of Mexico ports due to snow and cold weather closed the ports for a couple of days.



Berries—Strawberries

The winter season is currently at its peak, with products being sourced from Oxnard, Baja Mexico, Central Mexico, and Florida. Adverse cold weather conditions have significantly hindered production activities throughout all agricultural growing regions. Nevertheless, it is anticipated that temperatures in Florida will experience an upward trend in the coming week, which is expected to enhance production levels from that region. Other regions are projected to experience cooler than average temperatures, accompanied by dry conditions expected to persist over the next 8 to 10 days.



Berries—Blackberries

Central Mexico is demonstrating robust availability, complemented by supplementary supply from Baja. This trend is anticipated to maintain its consistency as we approach the upcoming week.



Berries—Blueberries

The Peruvian season is approaching its end, with Chile poised to fill the void.



Citrus—Grapefruit

Star Rubies are accessible, with optimal quantities in 56ct and smaller dimensions.



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sions, dispatched from Riverside and the San Joaquin Valley.

Citrus - Lemons

The markets exhibit a consistent stability across all sectors. District 3 (CA Desert/AZ) is demonstrating strong performance and is expected to maintain this momentum through February. District 1 (San Joaquin Valley) has initiated operations with a lower volume; however, an increase is anticipated in the forthcoming weeks.



Citrus - Limes

The observed decline in demand can be attributed to the impact of severe weather conditions experienced nationwide. The current prices reflect a decrease in comparison to the previous week; however, we anticipate that market activity will persist as we transition into February. The anticipated harvest is projected to produce smaller limes, while the availability of larger sizes is expected to diminish significantly.



Citrus - Oranges

The maximum sizes continue to be recorded at 138 carats and 113 carats. Although there has been a modest uptick in market activity, the competitive landscape for these sizes persists. As the season advances, we anticipate that peak sizing will transition towards 113ct and 88ct. The Brix levels are situated within the 13 range, indicating a robust year for the foodservice sector.



Grapes

The market for imported grapes has experienced a slight softening due to a decrease in retail demand, which is attributed to concerns over a possible port strike. The decline in overall demand has resulted in a reduction in spot market prices. Shippers are currently concentrating on restoring their momentum, anticipating a notable rise in volume come February.



Melons - Cantaloupe

The offshore melon market is currently experiencing a significant imbalance between demand and supply, primarily attributed to reduced yields in Guatemala and delays at the ports. Tropical Storm Sara has exerted additional influence on yields, intensifying pressure on markets as producers endeavor to fulfill their commitments. The availability of market supply is notably constrained, and the quality may be compromised as a result of extended transit durations. Triggered pricing has been put into effect on certain items and is anticipated to persist through Week 9 (the week of February 24th, 2025). Short-term relief from Honduras and Costa Rica appears unlikely, and the supply of Mexican cantaloupes from Nogales and McAllen remains severely constrained.

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Melons - Honeydew

The elevated prices of honeydew can be attributed to a constrained supply chain, exacerbated by port delays and the impact of Tropical

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Storm Sara, which has led to a decrease in yields. The current supply situation is constrained, and there is a possibility that quality could be compromised due to extended transit durations. Triggered pricing and pro-rates will persist until Week 9, which concludes on February 24th, 2025. There is no anticipation of immediate alleviation from the cantaloupes sourced from Honduras, Costa Rica, or Mexico. Suppliers recommend the use of watermelons as an alternative in food cut processing.

Melons - Watermelon

The FOB prices for watermelon are experiencing a decline due to rising inventories in Nogales. This trend is accompanied by a subdued order demand, even in the context of moderate crossing volumes.



Pears

The supply of pears continues to be constrained and is anticipated to remain so until at least mid-July, when the new crop of Bartletts from California is projected to become accessible. The crop yield in Washington for this year has experienced a decline ranging from 25% to 50%, contingent upon the specific region and variety in question. The Bartletts are approaching the conclusion of their activities and are expected to be nearly completed by February. Bosc experienced the most notable decline in volume and is expected to maintain high demand until the arrival of the new crop. Anjou pears represent the predominant variety currently accessible, and it is anticipated that

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their prices will incrementally increase as the year advances.

Pineapple

The market for pineapples is currently witnessing a significant surge in demand for Costa Rican varieties, with contracted business being prioritized. Suppliers are concentrating their efforts on obtaining contracts for the year 2025. Owing to reduced yields resulting from significant rainfall, the availability of pineapples is anticipated to be constrained until mid-April. The demand for crownless pineapples is significantly increasing, making them more challenging to obtain.

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Stone Fruit

Peaches, plums, and nectarines from international sources are currently being received on both coasts. Although initial supplies are limited, it is anticipated that volumes will rise as the month advances. The domestic supply of Asian pears is approaching its conclusion, while the arrival of imported varieties is anticipated in approximately three weeks. The domestic kiwi market is experiencing robust shipping volumes, accompanied by a modest uptick in pricing.



Your Texas *foodservice solution.*

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Vegetables

Asparagus



The availability of Standards and Large sizes of asparagus is showing notable improvement on both coasts. Nevertheless, the availability of Jumbo sizes is significantly restricted outside of Mexico, primarily due to the impact of lower temperatures on growth rates. The market is projected to maintain stability, with minor enhancements expected in the upcoming week as production increases in Caborca.

Avocados



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The availability of standards and large sizes of asparagus is demonstrating significant enhancement on both coasts. Nonetheless, the accessibility of Jumbo sizes is considerably limited beyond the borders of Mexico, chiefly as a result of the influence of cooler temperatures on growth rates. The market is anticipated to exhibit stability, with slight improvements expected in the forthcoming week as production levels rise in Caborca.

Bell Peppers - Color



In West Mexico, there exists a range of light to moderate supplies of colored bell peppers. Although cultivators typically operate at full capacity during this period, the onset of cooler weather has hindered progress and resulted in a reduction in supply. It is anticipated that supply will con-

tinue to be tight over the next two weeks as the plants and fruit recuperate from the recent cool snap. Despite ongoing greening concerns, the quality of the fruit has remained satisfactory.

Bell Peppers - Green



Although there were some disruptions in the bell pepper harvests in Florida this week caused by rainfall, the supply continues to be sufficient to satisfy the existing demand. A diverse range of plantings is currently undergoing harvesting, thereby guaranteeing the accessibility of various sizing options. The quality of produce from newer plantings is robust, while the peppers sourced from older fields continue to uphold commendable quality standards. This week in Mexico, certain growers have reduced their production levels due to the prevailing low market prices. Notwithstanding this modification, there exists a sufficient supply to satisfy the demand. The quality remains robust, and a comprehensive array of sizing options is accessible.

Broccoli



Supplies continue to exhibit strength and consistency; however, the onset of colder temperatures may impede production rates. With the increasing demand, it is anticipated that the market will exhibit signs of fortification. At this juncture, one should anticipate that the market will maintain a stable trajec-

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tory over the course of the week.

Broccolini

The enhancement of supply is evident, characterized by a reduction in demand alongside the presence of high-quality offerings. Enhanced supplies are anticipated in the forthcoming week, accompanied by market pricing data from Yuma.



Brussel Sprouts

The demand for sprouts exhibits a stable and consistent trend, characterized by the absence of significant fluctuations in market outlook. The domestic production activities in California's Central Coast region are approaching their conclusion, as operations are set to transition to Oxnard. At the same time, production in Northern Mexico is experiencing a notable increase, leading to a substantial enhancement in supply levels within the VA category.



Cabbage

Oxnard and Yuma have demonstrated enhancements in supply, quality, and yield, although Yuma has encountered a delay. It is anticipated that supply will maintain a steady state over the forthcoming weeks.



Carrots

The harvest process is currently underway in the Bakersfield region and is expected to persist until February. Following this period, activities will transition to the Imperial Valley desert area, where the



prospects appear favorable. Grimmway's production at Lake Park, GA is scheduled to increase during the final week of January. Kindly ensure that snack pack orders are submitted at least 48 hours prior to the desired delivery time.

Cauliflower

The growth of cauliflower has experienced a deceleration attributed to the onset of colder temperatures, resulting in a modest increase in prices across various sizes. The continuation of this upward trend is anticipated to remain evident throughout the weekend.



Celery

The demand and availability of this commodity continue to be characterized as moderate. In Southern California and Yuma, there is a notable prevalence of smaller sizes. The quality remains consistently high, with only a few minor seed-er issues noted. The increased pricing on value-added items for this commodity has subsided.

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Cilantro

Supplies remain consistent, characterized solely by high quality. The demand has seen a notable increase, while supplies are currently being dispatched from Oxnard and Yuma. The anticipated supply constraints over the forthcoming weeks are likely to result in heightened market pricing.



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Cucumber

The conclusion of Florida's cucumber harvests for the season has resulted in Honduran imports becoming the predominant source for the Eastern supply. Honduran growers are presently sustaining moderate supply levels, with quality varying from average to good, contingent upon the freshness of the fruit. The current supply situation is anticipated to persist in its current state until Florida recommences production with its spring plantings in March. The supply from the western region remains at moderate to good levels, predominantly sourced from the Sinaloa area. Additionally, there continues to be a supply of fruit arriving from Baja and Central Mexico. The quality has consistently demonstrated a high standard across all areas.



English Cucumbers

This week, there is an abundance of English cucumbers available, and additional fruit is expected to follow the current harvests. Supply is anticipated to remain robust throughout February; however, we foresee an increase in demand as retailers prepare advertising campaigns for the middle of the month.



Mini Cucumbers

Mini cucumbers are abundant in Mexico. The quality exhibits variability; however, it is predominantly satisfactory. Anticipate that the supply will maintain a steady state for a minimum of the upcoming weeks.



Green Beans

This week, rainfall has temporarily hindered growers from accessing their fields on several occasions; however, the green bean harvests in the Lake area and southern Florida have remained consistent and steady. The yields have shown a slight improvement in comparison to the previous weeks; however, the supply is anticipated to remain sufficient for the near term. The quality has consistently met expectations from growers. The supply from the Western region has decreased to low to moderate levels, attributed to the cooler weather conditions in the Culiacan area, which have impeded production rates. The quality has presented certain challenges recently, particularly with issues related to nesting and the presence of broken beans. We anticipate that both supply and quality will experience a recovery within the next 10 to 14 days.



Eggplant

There exists a robust availability of supply on both coasts.



Garlic

The quality of garlic is presently outstanding, and it is expected that supplies will continue to be plentiful in the upcoming weeks.



Green Onions

Robust supplies and superior quality are anticipated for green onions as we approach the upcoming week. The market is expected to maintain stability as we near the weekend.



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Kale

Kale supplies are anticipated to continue being plentiful this week, even in light of the chilly morning temperatures. The market is anticipated to maintain stability as we progress into the upcoming week.



Lettuce—Iceberg

The Yuma region demonstrates strong availability as the week commences. Nevertheless, it is anticipated that lower temperatures will impede growth starting next week. Several suppliers are currently in the process of adapting to accommodate larger volume orders. Low temperatures can result in sporadic observations of blistering and peeling. There have been several accounts of misshapen heads; however, the overall quality continues to surpass the average standards within the industry.



Lettuce—Leaf

At the beginning of the week, there will be ample availability of romaine, green leaf, and red leaf lettuce, as numerous shippers are providing supplies. Although there have been reports of some blistering and peeling on leaf items, these concerns are currently minimal. Nonetheless, the anticipated cooler temperatures in the growing regions may exacerbate these issues in the upcoming week. The production of romaine hearts is anticipated to maintain robust levels throughout the week, characterized by competitive pricing among suppliers.



Lettuce—Tender Leaf

The availability of supplies has demonstrated a steady and consistent pattern thus far. Nonetheless, the exceptionally frigid mornings are starting to induce noticeable yellowing and purple discoloration in the fields. As we navigate this period of low temperatures, one can anticipate a decline in yields.



Mushrooms

Across the nation, there exists a commendable abundance of both white and brown varieties.



Onions

The demand remains robust, and the processes of loading and delivery have reverted to their standard operational levels. The quality of stored crops is exceptional, characterized by a robust overall supply of both red and yellow onions. Nevertheless, medium-sized red onions are constrained, constituting merely 15% of the overall supply. A substantial quantity of large red and yellow onions is currently accessible. Suppliers are diligently engaging in the formulation of contracts for the forthcoming California season.



Mini Sweet Peppers

The production of mini sweet peppers is currently thriving in the Sinaloa region. The product demonstrates consistent availability, and there are no significant quality concerns reported.



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Peppers Chiles



Following the cooler weather experienced this week, it is anticipated that the crops in Plant City will conclude their growing season, resulting in only South Florida remaining active in the chili pepper market. Producers in the area are experiencing light to moderate volumes across the majority of varieties. The Serranos appear to be exhibiting a degree of reticence. The agricultural sector in Mexico is currently experiencing a moderate reduction in supply levels for all varieties of chilies; however, the overall quality remains satisfactory.

Potatoes



This week, the market exhibits a consistent performance, characterized by stable pricing as we approach the holiday season. Distributors are pursuing DLVD pricing instead of FOB as a result of the freight difficulties arising from winter storms and cold weather affecting large areas of the country. February signifies the celebration of Idaho Potato Lovers Month, featuring various promotional offers.

Squash-Yellow & Zucchini



This week presents notable challenges regarding summer squash, particularly the yellow variety. Homestead represents the sole region in Florida where the volume and quality can present considerable challenges. The production levels in Mexico are currently subdued, as crops are undergoing a transitional phase between plantings, compounded by the effects of cooler weather which has further hindered progress. Consistent with

previous observations, the quality of yellow squash presents significant challenges, primarily attributable to issues such as bruising and scarring. Producers anticipate entering new fields within the next 7-10 days, which may provide some alleviation to the current tight supply conditions.

Hard Squash



Currently, we are observing the early emergence of some Honduran butternut squash; however, this is the only variety accessible in the Eastern region at this moment. The Honduran season is set to commence in mid-February, featuring spaghetti alongside seasonal quantities of butternut. The cultivation of acorns has diminished significantly, prompting us to rely on Mexico to fulfill those requirements. In the context of Mexico, acorn squash remains in a favorable position as it has recently experienced a period of reduced planting activity. New fields are anticipated to commence within the next 4-5 days, which should facilitate the reinstatement of this item to its intended trajectory. The availability of butternut and spaghetti supplies has been sufficient. In the upcoming week, there is an expectation for an increased availability of butternut, while the supply of spaghetti is anticipated to remain stable. No significant quality concerns have been noted, although there have been occasional instances of ground spots on acorns.

A Fresh Take on Value-Added Distribution

Flowers—Every Day Program

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



DiMare Fresh Locations



Dallas/Fort Worth
4629 Diplomacy Rd
Fort Worth, TX 76155
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Houston
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