



Fresh News

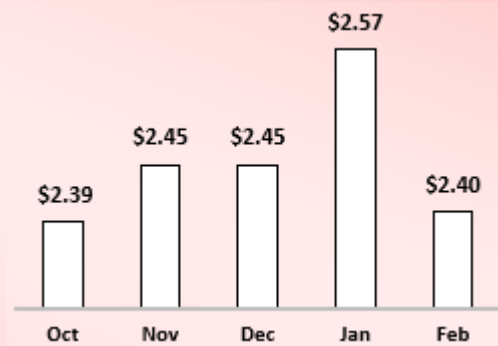
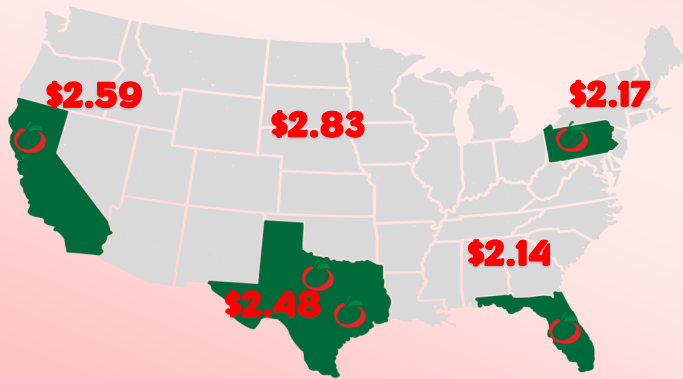
Market Alert

- ◆ Avocados
- ◆ Celery
- ◆ Cantaloupe
- ◆ Honeydew
- ◆ Pears
- ◆ Raspberries
- ◆ Strawberries



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
YUMA WEATHER ☀️ 70°F clear sky	75°F / 55°F	79°F / 54°F	70°F / 45°F	68°F / 45°F	68°F / 52°F	72°F / 54°F	75°F / 46°F	
BAJA CALIFORNIA WEATHER ☁️ 64°F overcast clouds	64°F / 48°F	64°F / 48°F	57°F / 43°F	54°F / 45°F	54°F / 45°F	59°F / 46°F	59°F / 41°F	
CULIACÁN WEATHER ☀️ 91°F clear sky	91°F / 59°F	95°F / 61°F	88°F / 63°F	90°F / 57°F	90°F / 55°F	91°F / 57°F	88°F / 57°F	
HOMESTEAD WEATHER ☀️ 91°F clear sky	91°F / 59°F	95°F / 61°F	88°F / 63°F	90°F / 57°F	90°F / 55°F	91°F / 57°F	88°F / 57°F	
YAKIMA WEATHER ☁️ 30°F overcast clouds	34°F / 25°F	30°F / 23°F	28°F / 19°F	27°F / 18°F	25°F / 18°F	30°F / 23°F	32°F / 27°F	

Tomatoes



East Coast

This week, the production of roma tomatoes in Florida is observed to be at moderate levels, with a significant concentration of harvests occurring in South Florida. Growers have completed their work in Labelle and are now fully engaged in roma production in Naples. The dimensions of the fruit predominantly fall within the larger range (L-2X), albeit with a slight reduction compared to the previous week. The quality within the industry has demonstrated notable improvement and is presently at a commendable level. In the coming weeks, a reduction in overall production is anticipated due to a decrease in operational acreage as the Palmetto/Ruskin phase comes to a conclusion. Round tomatoes are abundantly accessible in Florida, with the majority of cultivators engaged in crown picks and anticipating a yield of well-sized fruit this week. There is an abundance of smaller fruit available, as numerous growers have completed later harvests over the past week. The quality has consistently demonstrated excellence. Given the ongoing favorable weather conditions, it is anticipated that production will maintain a consistent level in the upcoming weeks. Grape tomatoes are abundant in Florida. Production persists at consistent and robust levels, with growers engaged in harvesting from various plantings. The overall quality remains satisfactory; however, there has been a noticeable lightening of color in the past week. Warmer weather appears poised to enhance vibrancy and alleviate any of these issues.

Mexico

The volumes of Roma in Mexico demonstrate a robust and consistent performance. The sizing is more substantial for larger fruit, and the quality is satisfactory. Central and East Mexico are also making a moderate contribution of fruit to the overall effort. We anticipate that supply conditions in Mexico will remain consistent over the next 3 to 4 weeks, assuming there are no significant weather disruptions. The primary production area for round tomatoes in West Mexico encompasses Culiacan, Guasave, and LaCruz, although there is also a modest volume produced in Central and East Mexico. The volumes and quality are commendable, with sizing increasingly leaning towards the larger end of the spectrum. The supply of grape tomatoes in Mexico remains robust, with a significant portion of the fruit sourced from the Culiacan region. Currently, there remain some light supplies in both Central/East Mexico and Baja. However, we anticipate observing the developments in the La Paz fields in Baja over the upcoming weeks. There have been no reported quality issues. Mexico maintains a robust supply of TOVs characterized by high quality. The pace of movement has been gradual; therefore, we are closely monitoring the condition of the inventoried product.



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Fruits

Apples

The apple market exhibits a consistent trend, with the Honeycrisp variety standing out as an anomaly—experiencing a decline of roughly 38% compared to the previous year and anticipated to face additional price hikes. The crop in Washington is exhibiting a trend towards larger sizes, resulting in a reduction of the availability of smaller foodservice apples, especially Granny Smith and Fuji varieties.



transit through Otay Mesa and San Diego. As the Peruvian season approaches its conclusion, there is a noticeable strengthening in the markets. Nevertheless, an improvement in production is anticipated from Mexico in the forthcoming weeks as temperatures progressively increase in crucial agricultural areas.

Bananas

There is more demand than supplies. With the rains in South and Central America has delay supplies. There is a shortage in plantains, not enough supplies for the demand.



Berries—Raspberries

Alert

The production levels are currently constrained by low temperatures in the cultivation areas, resulting in a scenario where demand surpasses supply.



Berries—Blackberries

Alert

Supplies continue to be constrained from Central Mexico, influenced by low temperatures and the recent Mexican National holiday on Monday, which hindered production at the beginning of the week. Nonetheless, an increase in volumes is anticipated later this week.



Berries—Strawberries

Alert

Strawberry production is on a path of recovery following the challenges posed by cool temperatures and adverse weather conditions in California and Baja, MX. Additionally, Central Mexico has experienced the effects of these cooler conditions as well. Nonetheless, enhancements are anticipated by the conclusion of the week as the repercussions of the recent Mexican holiday and temporary labor shortages resulting from protests diminish. Florida is experiencing a gradual increase in temperatures; however, it is facing challenges in meeting the substantial demand associated with Valentine's Day. It is anticipated that availability will enhance in the upcoming week as the demand begins to subside.



Berries—Blueberries

Product is consistently being delivered from Chile and Central Mexico, while Baja, Mexico has commenced light harvesting, facilitating



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Citrus - Grapefruit

Star Rubies can be found, with the largest specimens reaching up to 56 carats and smaller sizes also available. are currently being transported from both Riverside and the San Joaquin Valley.



Grapes

The market for imported grapes is undergoing adjustments in response to diminished retail demand, which has arisen from apprehensions regarding a possible port strike. The observed decrease in demand has resulted in a reduction in spot market prices. Consequently, shippers are concentrating on restoring momentum and anticipate a significant rise in volume during February.



Citrus - Lemons

The markets exhibit a consistent stability across all sectors. District 3, encompassing the California Desert and Arizona, is the performance is currently satisfactory and is expected to persist through February. In the interim, District 1 The San Joaquin Valley has commenced with a modest beginning but is anticipated to escalate in the upcoming weeks.



Melons - Cantaloupe

The current market for offshore melons continues to reflect a scenario where demand surpasses supply. Although there is an enhancement in yields, the availability continues to be constrained. Delays at ports persist, significantly impacting the timeliness of fruit arrivals and resulting in an unpredictable market availability. Prolonged exposure to water may lead to the emergence of quality-related concerns. Triggered pricing continues to be implemented, although there are indications that it is beginning to relax. Furthermore, the availability of Mexican cantaloupes originating from Nogales is notably restricted.

Alert



Citrus - Limes

Market volatility is anticipated to continue into February, with forthcoming harvests yielding smaller limes and a notable reduction in the quantity of larger-sized Limes.



Citrus - Oranges

The peak sizes currently stand at 138ct and 113ct, yet there is a noticeable trend towards larger dimensions. The prices for smaller oranges are experiencing an upward trend, and as the season advances, we anticipate a transition in peak sizing to 113ct/88ct. The current Brix levels are at Thirteen range.



Melons - Honeydew

The Honeydew market is starting to stabilize as the supply of fruit increases. The rise in production from Mexico and Honduras is contributing to an enhancement in supply levels.

Alert



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Melons - Watermelon



The demand continues to be subdued; however, there has been an enhancement in crossings, which contributes to the stabilization of the market and Florida regions. Demand remains light, but crossings have improved, helping to stabilize the market.

Pears

Alert



The supply of pears continues to be constrained and is anticipated to maintain this status until mid-July, coinciding with the arrival of California's new crop of Bartletts. The agricultural yield in Washington has experienced a decline ranging from 25% to 50%, contingent upon specific locations and varieties of crops. The Bartlett variety is approaching the conclusion of its season, with expectations of completion by February. In contrast, the Bosc variety has encountered a notable reduction in volume, leading to a situation where demand will surpass supply until the arrival of the new crop. The Anjou variety currently dominates the market and is anticipated to experience an increase in prices as the year advances.

Pineapple



The market for pineapples is presently witnessing a significant demand for Costa Rican varieties, with contracted business continuing to be a primary focus. There is a growing emphasis among suppliers on the importance of securing contracts for the year 2025. As a result of

diminished yields attributed to increased rainfall, the availability of pineapples is anticipated to be restricted until mid-April. Crownless pineapples continue to be a significant area of interest; however, their availability has become increasingly challenging.

Stone Fruit



The arrival of imported peaches, plums, and nectarines is now being observed on both coasts, with expectations for volume to enhance as we progress into February. Domestic Asian pears are nearing the end of their season; however, we can anticipate the arrival of imported Asian pears in approximately ten days. The domestic kiwi market is experiencing a robust shipping volume, and the overall market conditions have reached a state of stability at the present level.



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Vegetables

Asparagus

Asparagus supplies are showing consistent improvement on both coasts, with Mexico currently producing Jumbo sizes in addition to all other grades. Anticipate a downward adjustment in the market over the forthcoming weeks.



activity, as numerous growers have concluded their Fall crop cycles. In approximately three to four weeks, we anticipate the initiation of several new housing projects, which is expected to enhance overall volume significantly. Currently, Canadian production is scheduled to commence in early to mid-March.

Avocados

The markets continue to exhibit stability at elevated levels for 48ct and larger sizes, whereas 60ct and 70ct are beginning to experience some alleviation. The size structure exhibits consistency, with a notable peak in the 60ct and smaller categories, while the 48ct and larger sizes command higher prices. California has initiated its season with a cautious approach, largely influenced by the limited availability of fruit from Mexico and the pursuit of elevated pricing strategies. The California season is anticipated to intensify in late February or early March.



Bell Peppers - Green

Following the recent harvests, the availability of bell peppers in Florida has diminished somewhat this week. However, the supply remains moderate for retail sizes and grades, while it is robust for off-grades and smaller sizes. A significant portion of the current harvests is derived from older fields, which has raised several quality concerns. New fields are set to commence within the next 5-7 days, which will contribute to enhancing the overall quality. In the upcoming weeks, we anticipate a reduction in volumes as both acreage and yields decrease, continuing until the Spring crops commence in March. At this juncture, Mexico is advancing towards its pinnacle of production, exhibiting robust volumes. All sizing options are accessible, and the quality has been commendable, featuring vibrant colors and firm fruit. Unless growers begin to reduce their output in response to the current depressed markets, we anticipate that the robust supply will persist over the forthcoming weeks.



Bell Peppers - Color

This week, West Mexico is experiencing a slight decrease in product availability; however, the volumes remain satisfactory, particularly for red varieties. Yellows and oranges exhibit a slightly tighter fit; however, they remain consistently available. Central Mexico is currently experiencing a period of reduced production



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Broccoli

The availability of supplies is satisfactory, although there has been a noticeable deceleration in demand. The expectation is for prices to maintain stability, as supplies are being transported from Yuma and Mexico.



Carrots

The harvesting process is currently underway in the Bakersfield region and is expected to persist until February, subsequently transitioning to the Imperial Valley growing area, where the prospects appear favorable. Furthermore, the production at Grimmway's Lake Park, GA is scheduled to increase in the upcoming weeks.



Broccolini

Supply is experiencing enhancement alongside consistent demand and high quality. Enhanced supplies are anticipated in the forthcoming week, accompanied by market pricing data from Yuma.



Cauliflower

With the onset of warmer weather, there is a noticeable improvement in supplies, while the market continues to maintain a steady state across all regions. Anticipate that stable conditions will persist into the following week.



Brussel Sprouts

The shift in domestic production to Oxnard, coupled with enhanced yields in Northern Mexico, has contributed to a notable increase in volume within this category. The quality continues to be maintained at a high standard; however, there have been observations of some elongated stems and cores in the Mexican product. Given the consistent and reliable availability of supplies, this presents an excellent opportunity to advocate for both VA and 25lb bulk pack items.



Celery

The current market exhibits stability, characterized by moderate supply levels from the Santa Maria/Oxnard region that adequately satisfy demand. The production of Yuma continues to be modest; however, there is an increased availability of larger sizes in comparison to the production levels observed last week. The overall quality of this commodity is consistently high throughout the industry.



Cabbage

The market is demonstrating positive trends, characterized by enhanced yields and quality originating from Oxnard and Yuma. Furthermore, a consistent supply is anticipated in the forthcoming weeks.



Cilantro

The availability of supplies remains consistent, characterized solely by high quality. The demand has seen a notable rise, while supplies are currently being dispatched from Oxnard and Yuma. The anticipated supply constraints over the forthcoming weeks are



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likely to result in heightened market pricing.

Cucumber

Honduras persists in supplying cucumbers to Eastern markets. Their volumes are substantial; however, the sluggish pace of movement is leading to inventory accumulation, which raises certain concerns regarding quality and condition. We anticipate that Florida will resume operations with Spring crops during the initial half of March. Mexico consistently supplies moderate to good volumes of cucumbers, with production originating from various regions, including Sinaloa, Central Mexico, and a few remaining areas in Baja. The overall quality has been satisfactory. The supply is anticipated to maintain a steady state in the near term.



Green Beans

Due to delayed harvests and reduced yields attributed to cooler weather conditions, the supply of green beans in Florida has been relatively limited. We anticipate observing a degree of enhancement in the forthcoming week, given that elevated temperatures have reemerged in the cultivation regions. In the western regions, the agricultural outputs of Sinaloa and central Mexico have been characterized by a subdued state. Anticipated improvements in volumes are projected in the forthcoming days as agricultural yields recover from the recent cold spell. The quality has been satisfactory.



Eggplant

As Florida navigates its least productive period of the season, the supply of eggplant remains limited, and the quality is deemed acceptable. We do not anticipate any substantial alterations until the period between mid-March and April, coinciding with the commencement of spring crop cultivation. The volumes of eggplant in Mexico are currently characterized as low to moderate, a situation that has arisen following the recent cooler weather conditions. The overall quality has been somewhat lacking among the majority; however, there are instances of commendable products available. Anticipate an enhancement in supply within the forthcoming 7 to 10 days.



Garlic

The quality of garlic is notably high, and it is anticipated that supplies will continue to be robust in the forthcoming weeks.



Green Onions

The availability and quality of green onions continue to be exceptional, with market conditions anticipated to remain stable as we approach the upcoming week.



Kale

The availability of processed kale in Yuma is currently constrained, attributed to a deceleration in growth rates and quality challenges arising from recent cooler climatic conditions. Nevertheless, it is anticipated that sup-



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plies will experience an enhancement in the forthcoming week as the influence of warmer weather becomes apparent.

Lettuce—Iceberg



The market commenced the week with reduced availability; however, it is increasingly demonstrating heightened activity. It is anticipated that production levels will remain moderate over the course of the week, bolstered by favorable weather conditions that are likely to enhance supply in the following week. The anticipated weight range is between 39 and 44 pounds. Although there are occasional instances of misshapen heads and minor discoloration of the outer leaves, the overall quality continues to exceed average standards across various shippers.

Lettuce—Leaf



This week, a consistent availability of romaine and both green and red leaf lettuce is anticipated from Yuma, while supplies of butter lettuce are expected to remain constrained. Upon arrival, some instances of blistering and peeling have been noted; however, the overall quality remains commendably above average. Shippers are reallocating acreage affected by damage, while romaine heart production shows notable strength this week.

Lettuce—Tender Leaf

Arugula is presently the most restricted tender leaf item, as recent cooler temperatures have hindered growth and affected quality,

resulting in diminished production. Nonetheless, with the forecast indicating warmer temperatures over the weekend, it is projected that arugula supplies will gradually enhance.



Mushrooms



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

Onions



The demand continues to exhibit robustness, while the pricing structure is starting to stabilize. The quality of the storage crop is exceptional, and there is an ample supply of both Red and Yellow Onions. Currently, the supplies of White Onion are experiencing a decline.

Mini Sweet Peppers



The volumes of mini sweet peppers are currently being reported at moderate to strong levels from the Sinaloa region. The overall quality is satisfactory; however, there are some inconsistencies in sizing and color, which can be attributed to the previous cooler weather conditions.

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 experienc-

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ing light to moderate With Plant City no longer a significant contributor, aside from a limited supply of jalapenos, southern Florida emerges as the sole region in the East producing chili peppers. The supply of Cubanelles is limited, yet there is a steady and generally reliable availability of the other varieties. Although the majority of the harvests originate from established fields, there have been no significant quality concerns reported. In the region spanning Sinaloa in central Mexico and Sonora, there exists a notable presence of moderate to good volumes across the majority of chili pepper varieties. Anaheims and poblanos stand out as exceptions, as their volumes are comparatively lighter. The overall quality of the majority of items has been satisfactory; however, there have been certain challenges regarding tomatillos, attributed to fluctuations in temperature.

Potatoes



This week, the market exhibits a consistent performance, characterized by stable pricing throughout various sectors. Distributors are currently pursuing DLVD pricing instead of FOB pricing. The stabilization of freight prices is becoming evident as road conditions show signs of improvement.

Squash-Yellow & Zucchini



New agricultural areas have become operational in Florida, leading to a restoration of zucchini quantities to more moderate levels. Yellow squash is currently lagging, trailing the zucchini by a period of 7 to 10 days. The zucchini sourced from

fresh fields is praiseworthy; conversely, the yellow squash originating from older regions presents certain challenges. Look for more substantial fruit once the new yellow fields are in operation. In the western regions of Mexico, there is a notable presence of zucchini, alongside varying amounts of yellow squash, ranging from low to moderate quantities. The incorporation of novel domains and increased thermal conditions has significantly improved both the volume and caliber. The anticipated production of yellow squash is projected to rise within a timeframe of approximately 10 to 14 days.

Hard Squash



This week, there are restricted amounts of Honduran butternut and spaghetti squash available in the East, while acorn squash is notably missing. Mexico offers a significant supply of all three varieties of hard squash. Although we do not anticipate major deficiencies, there may be a slight disruption in butternut production in the upcoming weeks. Overall, the quality has been deemed satisfactory across various categories; nonetheless, we have noted instances of shriveling in the aged product.

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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
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Houston
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