

Fresh News

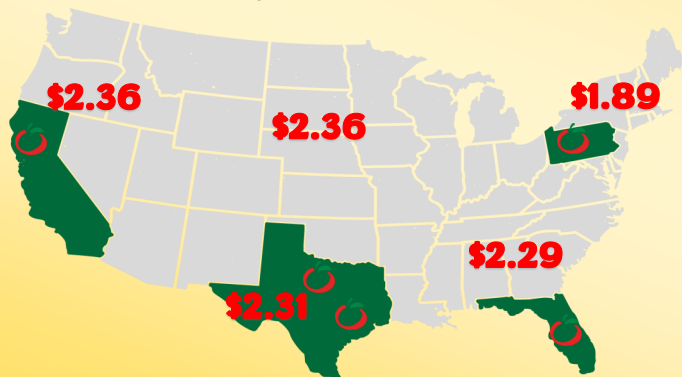


Market Alert

- ♦ Brussels Sprouts
- ♦ Lemon
- ♦ Oranges
- ♦ Pineapple



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

SALINAS WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	61°F clear sky	 70°F 52°F	 64°F 46°F	 63°F 50°F	 68°F 46°F	 72°F 48°F	 63°F 50°F	 63°F 52°F
YAKIMA WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	66°F scattered clouds	 66°F 48°F	 66°F 46°F	 68°F 48°F	 70°F 48°F	 68°F 45°F	 64°F 46°F	 64°F 50°F
RUSKIN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	73°F overcast clouds	 82°F 73°F	 79°F 70°F	 81°F 73°F	 82°F 75°F	 84°F 75°F	 84°F 75°F	 86°F 77°F
CULIACÁN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	84°F clear sky	 100°F 70°F	 97°F 70°F	 97°F 68°F	 100°F 68°F	 104°F 68°F	 106°F 72°F	 104°F 70°F

Tomatoes

Domestic

The Ruskin/Palmetto region remains the foremost area for the cultivation of roma tomatoes in the Eastern United States, even as growers conclude their final harvests. The yields are currently below average as a result of the severe heat and drought conditions experienced throughout the growing cycle. Consequently, it is anticipated that these crops may reach maturity sooner than initially projected, possibly even before the conclusion of May. Although there may be some minimal volumes originating from the Quincy and South Georgia regions, it is important to note that these areas encompass considerably less acreage in comparison to Ruskin/Palmetto or South Florida. The subsequent significant region on the East Coast for romas will be Tennessee, where production generally commences around the July 4th holiday. Round tomatoes, although Growers still possesses a limited number of second and third picks in Estero, the majority of harvesting efforts have transitioned to the Ruskin/Palmetto area, where production levels have remained relatively stable. The overall quality is satisfactory, with minimal scarring observed, and the sizing continues to fall within the 5x6 range—marginally smaller than previous fruit sourced from South Florida. The overall volume of the state has experienced a decline as a result of persistent heat and drought conditions, which have adversely affected yields in the existing agricultural regions. Harvesting activities are anticipated to persist until May; however, it is important to note that certain crops may reach maturity ahead of the initial schedule. In the upcoming weeks, both South Carolina and Quincy, FL are poised to commence activities in the initial week of June, with the potential for some early fruit emergence the preceding week, attributed to the consistent warm weather conditions.



Mexico

The production of Roma tomatoes in West Mexico is currently at a moderate level; however, it is anticipated to increase as we progress through the latter part of May. Recent developments in Baja and Central Mexico indicate the initiation of new crop cultivation, with projections suggesting a forthcoming increase in volume over the next 2-3 weeks as production intensifies. The quality of fruit sourced from older fields and growing regions may present greater challenges, exhibiting variability in both appearance and firmness. Nevertheless, the quality observed in the recent crops appears to be encouraging, characterized by substantial sizing and enhanced overall consistency. In Mexico, specifically in Culiacan, the production of round tomatoes is currently on the decline as the season progresses, with the majority of the output consisting of 5x5s and smaller varieties. The completion of harvests in this region is anticipated to occur by the conclusion of May or the onset of June. At this juncture, Baja has initiated its harvesting activities this week, commencing with modest volumes. The supply from Baja is anticipated to experience a consistent increase in the coming weeks, as more growers begin operations and additional acreage becomes productive. This transitional phase may introduce certain fluctuations in both size and availability in the short term; however, it is anticipated that volume will achieve stability by mid-June.



Tomato on the Vine

The availability of Tomato on the Vine is robust this week, with supply sourced from various regions, including Canada, Mexico, California, and additional growing areas. The availability of supplies remains stable throughout the market, and the quality has consistently demonstrated excellence—characterized by appropriate sizing, vibrant coloration, and clean, firm fruit, with no significant issues reported.



A Fresh Take on Value-Added Distribution

Fruits

Apples

While the apple market appears stable at first glance, underlying pressures are beginning to emerge. The primary varieties — Red Delicious, Gala, Fuji, Granny Smith — are maintaining stability, with a sufficient supply of foodservice sizes accessible. Nonetheless, Cosmic Crisp and Honeycrisp are exhibiting fluctuations in their performance. An abundance of oversized Cosmics has inundated the market, whereas smaller sizes remain in short supply. The Honeycrisp variety, in contrast, has experienced a significant decline of 35% due to constrained supply and escalating prices. The dynamics of the market are undergoing rapid transformation.



Bananas

The market remains stable, characterized by robust supply and high-quality offerings.



Berries—Blackberries

As temperatures rise, the availability of supplies is steadily enhancing, leading to an increase in fruit production. Organic volumes are anticipated to arrive initially, with conventional volumes expected to follow suit from late May through early June. The Mexican product persists in providing transfer fruit to distribution centers across the United States.



Berries—Blueberries

The production in Georgia is on the rise, accompanied by modest contributions from Florida. The production capacity in Mexico continues to be constrained. California blueberries are experiencing modest growth, with sources of supply originating from both the Coastal California region and the Central Valley.



Berries—Raspberries

This item is expected to remain in limited supply until production on the West Coast commences in late May or early June. During this period, it is anticipated that shortages originating from Central Mexico will persist in the coming weeks.



Berries—Strawberries

It is anticipated that production will experience an uptick in the regions of Salinas, Watsonville, and Santa Maria due to the warmer temperatures forecasted for this week. The season in Oxnard is approaching its conclusion, and there is a noticeable decline in volumes. Although the demand associated with Mother's Day has diminished, there remains a consistent level of demand as we approach the weekend. It is expected that markets will experience a downward adjustment in the upcoming week.



A Fresh Take on Value-Added Distribution

Citrus - Grapefruit

Ruby Reds are currently accessible, with sizes reaching 40ct and above, and are being transported from Riverside and the San Joaquin Valley.



Citrus - Lemons

The markets are exhibiting a strengthening trend overall, attributed to recent precipitation events that have contributed to the growth of fruit size. Sizes of 140ct and smaller are experiencing a tightening, with expectations that the availability of small fruit will remain constrained until District 2 sees an increase in volume around June. District 1 (San Joaquin Valley) continues to be the predominant agricultural area, whereas District 2 (Ventura County/Oxnard) is providing a negligible amount of volume.

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Citrus - Limes

The market exhibits a stable to marginally increasing trend. The fruit is currently reaching optimal sizes of 230 to 250, with some sources indicating sizes of 275. The availability of large fruit is notably restricted. The anticipated precipitation in the forecast could lead to the initiation of early harvests, thereby increasing the availability of fruit in the market. Fruit from offshore Peru and Colombia is also accessible.



Citrus - Oranges

The markets continue to exhibit resilience as the Navel season ap-

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proaches its conclusion, anticipated to finalize in June. The availability of small fruit will remain constrained until the conclusion of the season. Suppliers are diligently observing the remaining volumes of Navel oranges to effectively manage their contracts, while strategically aiming to postpone Valencia shipments in order to sustain supply throughout the fall season. The commencement of the Valencia harvest is anticipated to take place in early June.

Grapes

The prices of grapes are experiencing a continual increase, especially for premium green varieties. The market, which previously exhibited a two-tiered structure, has now contracted to solely encompass the upper tier. The anticipated arrival of Mexican new crop greens is projected to commence within a timeframe of 10 to 14 days, although initial volumes are expected to be modest. Red grapes are experiencing price increases; however, these are occurring at a more gradual rate compared to green grapes, accompanied by significant disparities in both quality and pricing. The commencement of the Mexican red seedless season is anticipated to occur in the final week of May.



Melons - Cantaloupe

The Cantaloupe market demonstrates robust performance as a result of recent retail advertising initiatives. Offshore Melons are currently reaching their peak at 9s and are approaching the conclusion of the season. Mexican cantaloupes and honeydews



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are currently reaching their maximum sizes. The commencement of the Domestic Melon season is projected to occur during the final week of May, if not earlier.

Melons - Honeydew



The Honeydew market demonstrates stability as a result of recent retail advertisements. The honeydew production from Guatemala is currently influenced by global tariffs, prompting a reassessment of pricing strategies. Mexican honeydews are currently reaching their maximum size potential. The incorporation of novel agricultural sectors from Mexico has significantly contributed to the market's development. The commencement of the Domestic Melon season is projected to occur in the final week of May, if not earlier.

Melons - Watermelon



The supply of Mexican watermelon has been on the rise, coinciding perfectly with the upcoming Mother's Day demand. The quality is robust, and competitive pricing for bins and cartons is offered.

Pears



The current availability of domestic pears is significantly diminished and is not anticipated to recover until mid-July, contingent upon favorable weather and conditions for the onset of California's Bartlett crop. The output from Washington has experienced a significant decline, ranging from 25% to 50%, contingent upon the specific re-

gion in question. The availability of Bosc supplies is rapidly diminishing, positioning Anjou as the predominant domestic alternative. Concurrently, imported pears are making their way to both coasts, providing a consistent supply for purchasers who prioritize volume over origin.

Pineapple

Alert



The availability of pineapples continues to be constrained due to elevated demand levels. Delays in vessel arrivals have led to certain shipments failing to adhere to their planned schedules, consequently resulting in shortages and reductions in orders this week. Crownless pineapples are particularly scarce owing to the increased labor and specific sizing requirements involved in their production. Anticipate constrained supplies for the rest of the week, with enhancements expected in the subsequent weeks.

Stone Fruit



The domestic stone fruit season has commenced, with the first shipments of peaches arriving this week, while nectarines are anticipated to follow in the upcoming week. Plums are anticipated to emerge in early June. Apricots and cherries have commenced their season with modest volumes, and the current pricing remains robust. The season for imported peaches and nectarines has concluded, and the availability of imported plums is approaching its end.

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Vegetables

Asparagus



The availability of asparagus is on the rise. Peru is experiencing a rise in volume, resulting in a decline in prices from their recent peaks. Production in Mexico is gradually increasing in Baja as operations in Caborca come to a close. The harvest season in the United States has commenced in Washington, while Michigan is anticipated to initiate its harvesting activities around mid-May. Anticipate a sustained decline in the market in the upcoming week.

increase in volume over the forthcoming 7 to 10 days. The overall quality has been satisfactory, with no significant issues identified. In the Western region, Mexico is currently experiencing the latter phases of its seasonal cycle. The current production primarily originates from mature fields, leading to reduced sizing, moderate quality, and a significant proportion of off-grade fruit. California has commenced its harvesting activities, showcasing impressive quality and larger sizes attributed to the prevalence of crown-picked fruit.

Avocados



Market conditions are showing signs of relaxation as there is a notable increase in offshore volumes along both coasts. There has been an enhancement in the availability of fruit in 48-count and smaller sizes, whereas the supply of larger sizes continues to be constrained. The Normal crop has approximately 6 to 8 weeks left until the commencement of the Flora Loca crop. At this juncture, the California season is actively underway.

Broccoli



The quality of broccoli continues to be exceptional, as fields exhibit robust color and impressive sizing. The market is anticipated to maintain stability as it approaches the upcoming week.

Brussel Sprouts



The sprout market continues to exhibit significant activity, characterized by industry supplies that are markedly below typical levels, coupled with robust demand. The prices in the open market are on an upward trajectory, and this pattern is anticipated to continue over the forthcoming 2-3 weeks.

Bell Peppers



The volume in the Eastern region continues to be modest, as the harvests in Plant City are still in progress and remain limited. The commencement of activities in Georgia is scheduled for this weekend, with an anticipated

Cabbage



Supplies remain consistent, characterized by enhanced quality, favorable mar-

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ket pricing, and increased yield from central California.

Carrots

The harvesting activities in the Imperial Valley are advancing effectively, and the forecast continues to be optimistic. Lake Park, GA is currently engaged in the shipping of a diverse array of products, which encompasses chunks, cellos, jumbos, and babies. This operation is anticipated to persist through the month of May, provided there are no interruptions due to weather conditions. Kindly ensure that snack pack orders are submitted at least 48 hours prior to the desired delivery time.



Cauliflower

The quality of cauliflower continues to be exceptional, with fields exhibiting robust sizing and vibrant color. The market is anticipated to maintain stability as we approach the upcoming week.



Celery

Consistent availability is anticipated for this commodity over the course of the week, with high quality noted among the majority of shippers and negligible seeder complications. Shippers will persist in implementing a delivery fee for pickups occurring beyond the Santa Maria/Oxnard area. To achieve more favorable pricing, it is advisable to arrange for pickup in the Southern California region instead of Salinas.



Cucumber

Currently, a limited quantity of cucumbers continues to be harvested in Florida; however, the majority of production in the Eastern region has shifted to Georgia. Growers in this area are observing substantial volumes and commendable quality in their crops. In the forthcoming weeks, there will be an additional enhancement in supply as North Carolina and various other regional initiatives become operational. In the western regions, there is a consistent supply of moderate levels, with fruit sourced from Sonora, Sinaloa, Central Mexico, and Baja. Subject to prevailing weather and market conditions, it is anticipated that the harvesting activities in Sonora and Sinaloa may extend for an additional period of 3 to 4 weeks. The overall quality has been satisfactory, with the finest fruit presently sourced from the recent harvests in Baja and Central Mexico.



Green Beans

This The bean season in Florida has concluded, while Georgia has commenced its harvesting activities in a modest manner. We anticipate a significant increase in volumes to become available in the forthcoming 7–10 days as further fields commence production. In the Western region, Mexico is approaching the conclusion of its season, with approximately two weeks remaining. The current quality is suboptimal, and the level of production remains limited. The California desert has commenced with modest volumes; however, we project that more substantial supplies will begin to emerge by June. Until that time, the supply of



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Western green beans will continue to be constrained.

Eggplant

The California eggplant season has commenced as Nogales concludes, showcasing markedly superior quality from California, which is commanding a premium price. The eastern eggplant market continues to hold steady as we anticipate the commencement of production in Georgia.



Garlic

The quality of garlic continues to be outstanding, and it is anticipated that supplies will remain robust in the upcoming weeks.



Green Onions

The supply of green onions continues to be stable, and market conditions are anticipated to remain consistent as we approach the upcoming week.



Kale

The availability and quality of kale are robust this week, and this pattern is anticipated to persist into the following week.



Lettuce—Iceberg

Robust supplies are anticipated in the Salinas Valley this week, accompanied by a moderate level of availability in Southern California. The quality is expected to be exceptional, with average weights ranging



from 40 to 45 pounds. The seeder exhibits a minimalist design, characterized by a notable absence of discoloration on the outer leaves. In general, the quality across the industry is notably high. Shippers exhibit a notable degree of flexibility, thus fostering an environment where promotions are actively encouraged.

Lettuce—Leaf

This week, the Salinas Valley will experience a robust supply of romaine, as well as green and red leaf varieties, ensuring a consistent availability of romaine hearts. Shippers exhibit a degree of flexibility, thus the implementation of promotions is highly encouraged. The overall quality is robust, characterized by commendable weights, sizing, and texture, with no reports of tip or fringe burn at this juncture.



Lettuce—Tender Leaf

All varieties of tender leaf lettuce are currently available in ample supply, exhibiting exceptional overall quality. The fields exhibit uniform dimensions, characterized by robust texture and vibrant color. The availability of supplies and the quality are anticipated to remain consistent throughout the weekend.



Mushrooms

The availability and supply levels for both brown and white varieties are highly satisfactory.



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Onions

The production of storage onions from the Pacific Northwest is approaching completion, while the Texas crop is also nearing its conclusion shortly. The crossings from Mexico are expected to persist throughout the month of July. Brawley, CA offers a full spectrum of colors, similar to the options available in Georgia. The availability of jumbo white onions is currently constrained, necessitating imports from various regions, including Mexico.



sistent performance this week, characterized by stable pricing dynamics. Distributors are demonstrating a growing interest in DLVD pricing as opposed to FOB pricing. Opportunities are present as suppliers liquidate their storage inventory in anticipation of the forthcoming crop arrivals. Planting activities are currently in progress throughout various regions, including Eastern Idaho. There is an increasing interest in California-colored potatoes as the quality of potatoes in other regions experiences a decline. The demand for yellow potatoes is experiencing a notable increase across various sectors.

Peppers/Chiles

The production of Eastern chili peppers has shifted to the Plant City, FL region, where a majority of varieties can be found in light to moderate quantities. The overall quality has been satisfactory, with no significant concerns noted. Georgia is anticipated to commence its chili pepper harvests in the forthcoming 10–14 days, a development that is likely to enhance supply in the Eastern region. In the Western regions, there are ongoing moderate volumes originating from Baja, Western, and Central Mexico, characterized by generally good quality. However, it is noteworthy that the quality of tomatillos, especially the husked varieties, has been assessed as merely fair. California has initiated a modest harvesting process, contributing to the early-season supply in the Western region.



Squash-Yellow & Zucchini

Supply continues to be robust in various regions, especially concerning zucchini; however, yellow squash remains somewhat lagging, which aligns with typical trends. The product is accessible from California, Nogales, Georgia, and Florida, with substantial volumes prepared for distribution.



Potatoes

This The market exhibits a con-



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Flowers—Every Day Program

- Fixed pricing programs
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- Customization capabilities



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