

# Fresh News

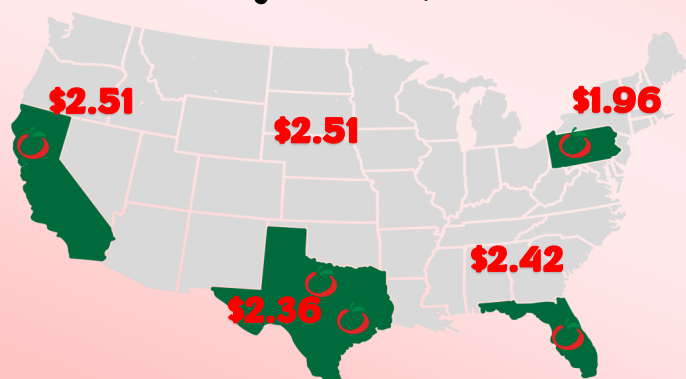


## Market Alert

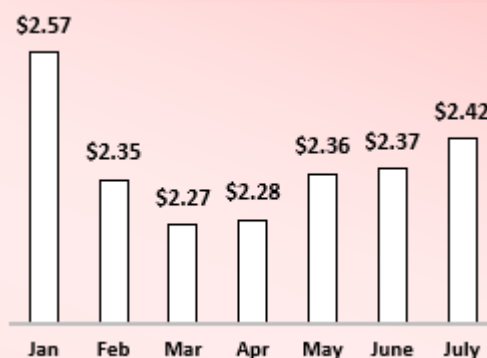
- Bell Peppers
- Blackberries
- Broccoli
- Brussel Sprouts
- Lemons



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



## Trend



## Weather Alerts

SALINAS WEATHER			Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
64°F scattered clouds			72°F 57°F	70°F 55°F	72°F 55°F	72°F 55°F	70°F 54°F	70°F 54°F	68°F 52°F
WATSONVILLE WEATHER			Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
63°F broken clouds			77°F 57°F	70°F 55°F	68°F 52°F	68°F 55°F	68°F 54°F	68°F 50°F	68°F 50°F
FIREBAUGH WEATHER			Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
79°F clear sky			90°F 61°F	99°F 59°F	93°F 55°F	93°F 55°F	93°F 55°F	91°F 55°F	91°F 54°F
CULIACÁN WEATHER			Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
90°F scattered clouds			93°F 75°F	99°F 77°F	100°F 77°F	102°F 77°F	102°F 79°F	99°F 77°F	97°F 77°F

## Tomatoes

### Domestic

The production Eastern round tomatoes is currently in progress across various regions; however, the overall volumes are characterized as light to moderate. Virginia growers are experiencing harvests that are lighter than anticipated, primarily due to quality issues related to rainfall, which necessitate further grading efforts. Nonetheless, the completed package has exhibited a high level of cleanliness, accompanied by a commendable variety of sizing options accessible. In Tennessee, the ongoing rainfall throughout the growing season has resulted in yields that are average to slightly below average, characterized by smaller fruit sizes and reduced packouts. However, there are expectations for improvements as the season advances. Additional Eastern states, such as Michigan, Alabama, North Carolina, and Arkansas, are currently engaged in harvesting activities; however, the volumes being produced at this moment are relatively low. The crops in Manteca are exhibiting increased sizing and demonstrating overall commendable quality. Although California fruit may exhibit characteristic gold flecking or slight scarring, it retains a firm texture and an aesthetically pleasing appearance. The production of Roma tomatoes in the Eastern United States is presently characterized by a light to moderate phase, with Tennessee growers at the forefront of this agricultural endeavor. The quality of the fruit is notably robust, exhibiting commendable firmness and a size that is slightly above the typical standard. Additional Eastern regions, such as Arkansas, Missouri, North Carolina, and Michigan, are also providing modest volumes; however, the overall supply from the East continues to be moderate. Anticipate that this level of production will remain consistent in the short term. In the Western regions, roma tomatoes are sourced from California, Baja, and Central Mexico. The state of California is demonstrating a steady output characterized by larger fruit sizes and overall commendable quality; however, it is worth noting that certain specimens may exhibit slight gold flecking or scarring. Notwithstanding this, the fruit continues to exhibit firmness and is displaying an appealing coloration. Following a period characterized by a reduced supply, producers are currently observing an increase in the volumes of grape tomatoes sourced from their Virginia crops. In light of the adverse weather conditions, meticulous grading practices have led to the production of a pristine, high-quality pack, with any weather-affected fruit, including those exhibiting splits, being systematically eliminated. Virginia and Tennessee presently stand as the most prominent production regions, whereas lesser quantities are also being sourced from North Carolina, Kentucky, and Michigan.



### Mexico

There are light to moderate volumes originating from both the Baja region and the Jalisco/Michoacán areas. Baja presents a diverse array of sizes, as cultivators in the region are at different stages of crop development, thereby ensuring a steady supply for both retail and foodservice requirements. The production of Roma tomatoes in Baja remains consistently stable, as growers rotate through various regions. The quality in that context varies from fair to good. In the regions of Central and Eastern Mexico, specifically Jalisco, Guanajuato, and San Luis Potosí, the quality of production is consistently strong, and it is anticipated that this level of output will be maintained over the forthcoming weeks. The supply of grape tomatoes this week is moderate to good, with sourcing from both the Baja and Central/Eastern regions. In summary, the availability of grape tomatoes is on the rise, and the quality appears to be quite robust.



### Tomato on the Vine

Canadian hothouse growers have recently experienced a significant increase in the production of Tomatoes on the Vine (TOVs) and are now entering a phase characterized by a more moderate yet consistent supply. The quality and sizing are robust, exhibiting consistent color and firmness throughout. In Mexico, there exists a presence of light to moderate volumes of TOVs, which serve to enhance the overall supply. Although short-term volumes are anticipated to decrease, the availability continues to be stable, and the quality in both regions is consistently maintained at a high standard.



*A Fresh Take on Value-Added Distribution*

# Fruits

## *Apples*

The apple market exhibits a consistent level of stability across the board. Although no varieties have completely concluded, several—including Golds, Pinks, Honeys, and Cosmics—are experiencing a decline with certain shippers and demonstrating diminished availability. Nevertheless, pricing has predominantly stayed stable. The upcoming harvest is scheduled to commence in August, initiating with the arrival of Ginger Golds and Galas by the middle of the month, and subsequently featuring Honeycrisp towards the conclusion of August.



## *Bananas*

The market is showing initial signs of tightening, particularly in areas affected by fluctuations in weather and logistics challenges.



## *Berries—Blackberries*

The production activities on the West Coast are scheduled to increase significantly later this month. The quality of Mexican transfer fruit is experiencing a decline attributed to weather conditions, whereas California fruit is anticipated to exhibit markedly superior quality.



*Alert*

## *Berries—Blueberries*

The season in the Pacific Northwest has commenced, with products being sourced from Oregon, Washington, and British Columbia. Weather disruptions are significantly affecting production in the Midwest and East Coast regions.



## *Berries—Raspberries*

Robust volumes are emerging from Central Mexico, Baja, and California's Central Coast, accompanied by reports of exceptional quality.



## *Berries—Strawberries*

Salinas and Watsonville have surpassed their peak production levels and are now transitioning into a phase of gradual decline in output. In the interim, Santa Maria and Oxnard are experiencing an increase in activity with the harvesting of new crops resulting from late spring plantings.



## *Citrus—Grapefruit*

Star Rubies are presently accessible, particularly in sizes of 40 carats and above, with shipments originating from both Riverside and the San Joaquin Valley.



## *Citrus—Lemons*

The markets continue to exhibit robust strength. District 1, located in



*Alert*

*A Fresh Take on Value-Added Distribution*



the San Joaquin Valley, has reached its conclusion, while District 2, encompassing Ventura and Oxnard, has emerged as the primary area for cultivation. Availability of supplies measuring 165ct and below is restricted. The prevailing grade is choice, with a decrease in fancy quality attributed to the current growing conditions. The arrival of offshore fruit is postponed until late July or early August, whereas an increase in supply from Mexico is anticipated around mid-July.

### *Citrus—Limes*

The availability of supplies is abundant, characterized by competitive pricing and consistent sizing across all categories. As rainfall and the crop cycle progress, smaller limes may experience a tightening effect, leading to an increase in fruit size. The overall quality is satisfactory, with only minor issues related to rain being noted during the shipping process.



### *Citrus—Oranges*

The primary variety is Valencia, which is currently reaching peak sizes of 113ct and 138ct as the season commences, with an anticipated increase in sizes as time progresses. The duration of gas treatments is approximately 48 hours to improve color quality. The Brix levels are recorded at 12-13, indicating that the fruit is exhibiting excellent palatability.



### *Grapes*

The supply of Mexican grapes is approaching its conclusion, with the



remaining inventory being offered at significant discounts as distributors finalize their seasonal operations. The harvesting of domestic grapes is currently taking place from Bakersfield to Fresno, where both Red and Green Seedless varieties are available in ample quantities.

### *Melons – Cantaloupe*

The cantaloupe market demonstrates robust performance as agricultural fields reach their peak production of larger melons. Significant precipitation in crucial agricultural regions has resulted in a shift of demand towards the western territories. Favorable climatic conditions are resulting in the production of superior cantaloupes, currently reaching a size classification of 9, with Brix levels ranging from 13 to 16. The availability of smaller 12/15 melons has diminished as a result of the recent heat wave.



### *Melons – Honeydew*

The honeydew market continues to demonstrate resilience following the holiday period. The current warm weather conditions are yielding melons of exceptional quality, with the size 5 specimens reaching optimal Brix levels ranging from 13 to 16. Suppliers predominantly obtain their resources from Central California. The availability of melons in Nogales is quite restricted and approaching the conclusion of their season.



### *Melons – Watermelon*

In North Carolina, Indiana, and Cen-



*A Fresh Take on Value-Added Distribution*

tral California, domestic watermelons can be found readily available. The precipitation occurring on the East Coast has influenced supply dynamics, resulting in a notable shift of demand towards the western regions for the week. It is anticipated that prices will maintain a stable trajectory, particularly for larger fruit, until supply chains begin to operate amid a period of diminished demand.

### *Pears*

The Washington pear market is experiencing a slight decline as supplies diminish, with several shippers approaching the conclusion of their season. This week marks the peak of production for California Bartletts, characterized by a robust crop and anticipated high quality. The harvest of California Bosc and Red Pears is anticipated to commence in the final week of July.



### *Pineapple*

The availability of pineapples appears to be robust, with only a few anticipated substitutions. The demand for large crownless pineapples remains significant.



### *Stone Fruit*

The availability of peaches, plums, and nectarines is robust, accompanied by a stable market condition. Specialty items such as donut peaches and pluots are also offered. The prices of imported kiwi continue to maintain a stable yet high level until the commencement of California's season in October. This month marks the peak season for Washington cherries, presenting significant promotional opportunities.



## *Vegetables*

### *Asparagus*

The availability of asparagus continues to be robust across both coasts, supported by consistent production from Peru and Mexico. The trend in sizing is increasingly leaning towards smaller sizes and standard measurements. Anticipate that the market will remain subdued for the duration of the week.



### *Avocados*

The markets for 48ct are exhibiting a marginal enhancement, whereas the 60ct and 70ct sizes continue to demonstrate robust performance as we shift from the Normal crop to the Flora Loca crop. At present, there exists a combination of Normal and Flora Loca fruit, with shippers exerting considerable effort to maintain the segregation of the crops during packaging in order to prevent checkerboarding. The anticipated peak for the new crop is projected to be within the range



*A Fresh Take on Value-Added Distribution*

of 48/60 count sizes. The quality of the fruit is notably high, exhibiting minimal instances of #2 grade, which is characteristic for this season. At this juncture, the California season is gradually approaching its conclusion and is anticipated to finalize within approximately one month. Offshore fruit has now commenced its arrival on both coasts.

### *Bell Peppers*

The production of red, yellow, and orange bell peppers in Eastern Canada is presently below the typical levels, attributed to elevated temperatures and various agricultural challenges impacting yields. Nevertheless, Western Canada is ensuring sufficient availability, thereby contributing to the overall supply stability. Central Mexico is also providing light to moderate volumes; however, there is a slight constraint on red bells this week. Notwithstanding the regional differences in volume, the quality across all colors continues to demonstrate robustness. The supply of green bell peppers in the Eastern U.S. is currently experiencing significant constraints this week, attributed to a confluence of seasonal transitions and the premature conclusion of certain crops. Eastern North Carolina, traditionally recognized as a robust producing region, concluded its season several weeks earlier than the norm and is currently only distributing off-grade fruit. New Jersey presently stands out as one of the limited regions producing retail-quality peppers; however, the quantity available falls short of fulfilling the total demand across the

*Alert*



Eastern market. Although there exists a distribution of resources from various smaller local and regional producers, these contributions are insufficient to meaningfully influence market dynamics. In the near future, we anticipate enhanced availability as the harvesting of crops commences in Tennessee, Michigan, and New York in the upcoming weeks. In the Western region, there has been a significant transition in production activities, predominantly relocating to the Fresno, CA area, where the output levels are characterized as moderate to good. Nonetheless, robust demand originating from the East and Midwest is exerting pressure on supplies from the West as well. In a favorable development, it is anticipated that new crops will commence next week in Hollister, CA.

### *Broccoli*

The supply of broccoli continues to be constrained across various regions, as demand has increased in response to unpredictable weather patterns in Mexico. Anticipate a gradual strengthening of the market as we progress into the upcoming week.

*Alert*



### *Brussel Sprouts*

It is anticipated that the availability of sprout supplies will remain limited, accompanied by high prices, as the demand persistently surpasses the available supply. The production activities in Oxnard are experiencing a deceleration and are approaching completion. Several quality challenges continue to exist, such as elongat-

*Alert*



*A Fresh Take on Value-Added Distribution*



ed cores and stems, minor insect damage, and sporadic occurrences.

## *Cabbage*

Supplies are robust, characterized by enhanced yields and superior quality. The product is currently being shipped from Central California, and the market pricing continues to exhibit stability. Anticipate a steady provision of supplies in the forthcoming weeks.



## *Carrots*

The harvest in the Bakersfield region is currently progressing robustly and is anticipated to persist until the conclusion of July. The season will subsequently shift to the Cuyama/Lancaster region for the summer harvest, which is scheduled to continue until November. The quality and sizing continue to be reliable, with no present concerns. The jumbo market has experienced a slight tightening as other expanding regions conclude their activities. Please be reminded to submit your snack pack orders a minimum of 48 hours in advance.



## *Cauliflower*

This week has seen an enhancement in the supply of cauliflower, characterized by a notable improvement in overall quality. Certain areas are exhibiting a marginally softer texture, resulting in minor bruising; however, the impact is not substantial. The market is anticipated to maintain a stable position on the lower end.



## *Celery*

The market exhibits a consistent stability, with a diverse range of sizes readily accessible. The quality remains consistently high, and the pricing is notably competitive in both the northern and southern regions. Supplies are anticipated to remain consistent over the course of the week, with only limited reports of seeder.



## *Cucumber*

The availability of cucumbers in the Eastern region is on the rise, as Michigan has entered a phase of full production. Additionally, another significant grower is anticipated to commence operations next week. The majority of Southeastern regions have concluded their production season, leading to a transition of agricultural activities further north. The state of New Jersey has consistently demonstrated stable agricultural production; however, it is approaching the conclusion of its primary crop cycle. In contrast, New York is anticipated to initiate its harvesting activities in the forthcoming week. The quality in the Eastern regions has been satisfactory, with no notable concerns reported. In the Western regions, the supply continues to be stable, with fruit being sourced from Baja and Central Mexico. The recent rise in temperatures in Baja has led to a modest uptick in production this week, contributing to a higher volume output. The quality has consistently demonstrated a high standard, and all sizes are presently accessible.



*A Fresh Take on Value-Added Distribution*

## *Eggplant*



The markets for eggplant are experiencing a modest increase, influenced by the transition occurring in the Eastern regions and the weather-related difficulties faced in California, which continue to sustain robust demand.

## *Garlic*



The quality of garlic sourced from Mexico is currently assessed as fair, with moderate yields anticipated to persist through the upcoming week.

## *Green Onions*



This week has seen notable enhancements in both the supply and quality of green onions. Anticipate that the market will maintain a stable position, trending towards the lower end as we approach the upcoming week.

## *Kale*



The availability of high-quality supplies is contributing to the stability of the kale market, with the overall quality remaining robust. Anticipate that the market will maintain a stable trajectory as we progress into the upcoming week.

## *Lettuce—Iceberg*



There has been a notable increase in production within the Salinas Valley and Southern California when compared to prior weeks. Although value-added

products continue to experience a secondary level of growth, it is anticipated that prices will decrease in the upcoming week. The overall demand within the industry has experienced a decline. The production levels in Mexico are currently moderate, reflecting an improvement compared to previous weeks. The enhancements in weights and quality have been observed across various suppliers in both Northern and Southern California.

## *Lettuce—Leaf*



Romaine, green leaf, and red leaf continue to maintain their competitiveness within the market landscape. The production of romaine hearts is currently at a moderate level and is anticipated to remain consistent throughout the week. There have been observations of slight fringe and tip burn present across all leaf items. The overall weights and dimensions have seen enhancements in collaboration with shippers. Anticipate a steady output of leaf throughout the week, while demand continues to exhibit a lack of energy.

## *Lettuce—Tender Leaf*



The quality of tender leaf items remains consistently high across all fields. Minor discoloration and minimal tip burn have been noted in less than 1% of the crop, with no discernible effect on the overall product quality. Anticipate that the market and supplies will maintain a consistent state.

## *Mushrooms*



Outstanding resources and potential

*A Fresh Take on Value-Added Distribution*



volumes continue to be accessible.

### *Onions*

Onions are presently sourced from California and New Mexico. The desert season in California has concluded, whereas New Mexico presents a diverse array of crops from both the United States and Mexico. The persistence of demand continues to sustain an active market environment. The tension between reds and whites is starting to intensify. The commencement of Idaho's season is anticipated to unfold gradually towards the conclusion of July.



### *Chili Peppers*

The availability of chili peppers in the Eastern United States continues to be notably constrained, particularly concerning regional specialty varieties such as Cubanelles. The season in Georgia has concluded, and only limited areas of local production persist throughout the region. Anticipated relief is on the horizon in the coming weeks as New Jersey and Michigan initiate their respective seasons, which is expected to enhance availability. In the western region, the crossings at Nogales have significantly decreased as numerous Mexican growers conclude their respective growing seasons. The present sources of supply in the Western region are derived from Baja, California, as well as various areas in Central Mexico. Baja is currently in the preliminary phases of the season and has not yet accumulated significant volume. By mid-August, it is anticipated that their volumes will begin to increase signifi-



cantly. The current volume in California is relatively low. Central Mexico offers a diverse range of varieties, available in light to moderate volumes. The quality of Anaheims and tomatillos is moderate, whereas other varieties exhibit a higher standard of quality.

### *Potatoes*

Idaho's 40-70 count potatoes remain consistently available throughout August, while Burbanks can be sourced all summer long. The cost of goods and services in Idaho and Colorado is experiencing an upward trend. New plantings in Idaho commence in mid-August. The availability of supplies in Colorado is notably restricted. Color potatoes are sourced from California, Idaho, and Texas, with Minnesota commencing its production on July 21. The demand for red is robust, while the yellow remains consistent. The availability of East Coast sweet potatoes remains limited until the onset of the new crop in September.



### *Squash-Yellow & Zucchini*

The availability of squash supplies has enhanced, with an increasing number of local deals becoming accessible online. The quality is satisfactory, and there is an available volume that can be promoted.



*A Fresh Take on Value-Added Distribution*

## Flowers—Every Day Program

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

### Christmas Plants



### DiMare Fresh Locations



**Dallas/Fort Worth**  
4629 Diplomacy Rd  
Fort Worth, TX 76155  
Tel. 817-608-0010



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



**Sacramento**  
4050 Pell Circle  
Sacramento, CA 95838  
Tel. 916-921-6302



**Scranton**  
301 Genet Street  
Scranton, PA 18505  
Tel. 570-342-3121



**Tampa**  
8150 Eagle Palm Drive  
Riverview, FL 33578  
Tel. 813-671-8200

*A Fresh Take on Value-Added Distribution*