



# Fresh News

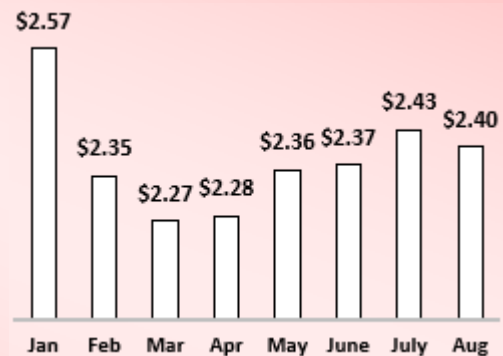
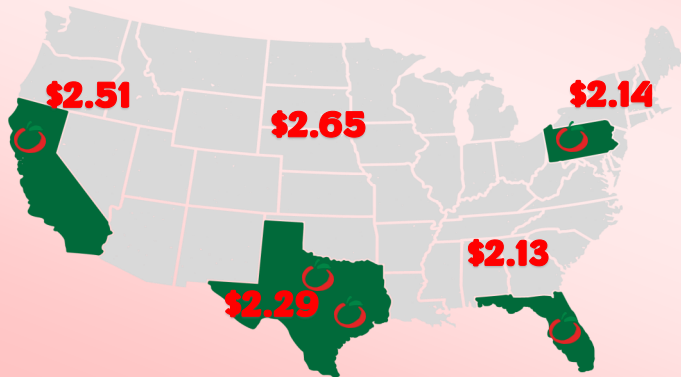
## Market Alert

Asparagus	Limes
Bell Peppers	Oranges
Blackberries	Lettuce Iceberg
Broccoli	Lettuce Leaf
Brussels Sprouts	Pineapple
Lemons	Tomatoes Roma



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

## Trend



## Weather Alerts

Location	Current Weather	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	82°F clear sky	91°F 63°F	88°F 59°F	79°F 57°F	81°F 55°F	77°F 55°F	73°F 55°F	77°F 54°F
WATSONVILLE WEATHER	97°F scattered clouds	97°F 63°F	82°F 55°F	73°F 54°F	75°F 54°F	73°F 54°F	72°F 54°F	73°F 54°F
FIREBAUGH WEATHER	97°F scattered clouds	99°F 64°F	108°F 68°F	106°F 68°F	104°F 66°F	106°F 70°F	99°F 64°F	95°F 61°F
CULIACÁN WEATHER	81°F overcast clouds	95°F 75°F	97°F 72°F	93°F 73°F	90°F 72°F	88°F 75°F	91°F 77°F	95°F 75°F

# Tomatoes

## Domestic

The Tennessee growers' roma tomato crops consistently provide stable volumes and high quality to the Eastern market. This week's harvesting has yielded exceptional crown choices, demonstrating optimal dimensions and uniform coloration. Alongside Tennessee, lesser quantities of romas are also sourced from Canada, Michigan, Alabama, and North Carolina, contributing to the regional supply. Unless substantial weather events occur, output from the southern regions is anticipated to persist until early to mid-October, after which North and Central Florida will commence their fall harvests. In California, growers of Roma tomatoes are consistently yielding high-quality produce. Although sizing has decreased marginally due to recent heat, the majority of fruit continues to fall between the XL to L range. The volume of round tomatoes is increasing in the East this week as fall crops become available in Tennessee and Virginia. Tennessee's production has somewhat improved in recent weeks, with fruit exhibiting high quality and relatively smaller sizes. Virginia's recent plants are commencing their harvest, with volume anticipated to increase progressively over the forthcoming week. Initial selections from Virginia exhibit commendable quality with a well-balanced size distribution. Supplementary sources of round tomatoes are also accessible in limited quantities from areas such as North Carolina. In the West, inventory levels are moderate, with products sourced from California, Baja, and Central Mexico. California's harvests have been steady, with predominantly larger fruit of superior quality. Grape tomato production has increased in the Eastern region. Virginia cultivators have commenced their autumn plantings, yielding enhanced productivity and more favorable volume levels. The overall quality has been consistently high, with just a limited number of splits identified during packaging. Supplementary supply is being sourced from several smaller plants in Tennessee, Alabama, and Canada, among others, enhancing Eastern availability.



## Mexico

Baja and Central Mexico consistently deliver robust supplies of roma, which are expected to remain stable through September. In summary, the supply within the market is robust, and the quality continues to be elevated across significant agricultural regions. Both Baja and Central Mexico are projected to sustain a moderate volume, with current forecasts indicating that these regions will ensure consistent availability through September. In summary, the supply in expanding regions remains consistent, characterized by robust quality and regional shifts that effectively address market demands. In Mexico, Baja grape tomato cultivators are actively engaged in the harvest of both established acreage and recently planted fields, thereby ensuring a steady level of production. In a similar vein, cultivators in East/Central Mexico are engaged in the harvesting process across a combination of both new and established fields, with no significant quality issues having been reported. In summary, the supply and quality remain consistent across various regions as we approach September.



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# Fruits

## *Apples*

The market for apples is nevertheless gradually switching from old to new crops. Fuji and Granny Smith are clearing out the last storage rooms and removing every carton they can, but there is still not enough supplies. It is anticipated that the gala movement would pick up speed this week and the following. Although the market may require some time to adjust before demand significantly improves, honeycrisp are also being packed in good quantities. New imports of Fuji, Ambrosia, Red Delicious, and Granny Smith are anticipated in September.



## *Bananas*

Regional weather variations and logistical limitations have caused a little tightening of supply. Although there may be sporadic delays for certain distributors, quality is consistent. Although prices are steady, there may be short-term restrictions on availability.



## *Berries—Blackberries*

For some shippers, supplies are still scarce, but for others, constant amounts are coming out of California and Mexico. Orders are being filled and availability is being supplemented by transfers from Oregon.



## *Berries—Blueberries*

The market is rising as the Pacific Northwest comes to an end and Michigan is almost done. Some respite is being offered by the increased volume of Peruvian imports reaching the ports. Production in Central Mexico is just getting started, but it will take a few weeks before volume increases.



## *Berries—Raspberries*

Good supplies of this item are arriving from Mexico in a consistent volume and quality.



## *Berries—Strawberries*

After the heat wave of last week, the industry is recovering. On Monday and Tuesday, crews worked carefully through the fields, concentrating on both harvest and cleanup. Because of its poor quality, a sizable portion of the product has been diverted to processors. But going into the weekend and into the following week, quality should continue to rise.



## *Citrus—Grapefruit*

Both Riverside and the San Joaquin Valley have Star Rubies for sale, with a top weight of 48 carats.



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### *Citrus - Lemons*

*Alert*

All sizes continue to have robust markets, with 165ct and smaller being quite scarce. The only area that is expanding is District 2 (Ventura/Oxnard). Because of the coastal growth circumstances, choice grade predominates and fancy is scarce. The quality is mediocre with normal seasonal problems. Mexico is starting slowly with a lower estimated volume, and imports are minimal, which keeps markets high.



begin at the end of October.

### *Grapes*

The grape market has remained static despite the transition from early varieties to more vigorous, modern kinds. An hour or so of rain fell on the northern half of the Central Valley wine district on August 26 due to a powerful thunderstorm. Even though it's not ideal, it's too soon to predict whether this will have any effect on the market.



### *Citrus - Limes*

With growing expenses and anticipated volatility through September due to the arrival of new crop fruit, the market is heightened. There are additional flaws including oil stains, styler-end rot, and skin deterioration, but the quality is still fair. Partners are packing only the best fruit from Mexico after double-grading it. The improved quality of the fresh crop should begin in a few weeks.



### *Melons - Cantaloupe*

As Westside fields change in size, the domestic cantaloupe market is becoming more competitive. The market is rising as a result of the second cut and increased demand. The majority of 9s are still produced by fields, although there are increasingly more 12s and 15s available. Volume discounts are offered for brix levels 13-16.



### *Citrus - Oranges*

*Alert*

Due to high school demand, Valencias are peaking at 88ct with very little 113ct and 138ct. Size substitution might be required. As smaller sizes get tighter, 88ct markets are increasing. With some regreening from warm temperatures, gas takes around three days to improve color. Brix is about 13, quality is mediocre, and it's primarily choice grade. It is anticipated that the domestic Navel season would



### *Melons - Honeydew*

As Westside fields modify their size, the domestic honeydew market is getting hotter. The market is rising due to the second cut and increased demand. Although fields are still mostly yielding 5s, there are increasingly more 6s and 8s available. Volume discounts are offered for brix levels 13-16.



### *Melons - Watermelon*

Both the east and west coasts produce do-

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mestic watermelons. As growers increase their supply of new crops, prices are starting to level off.



and might remain so for the remainder of the year. Pineapples without crowns are highly sought for. Anticipate order changes, cancellations, and substitutes.

## Pears

California Bartletts are still aggressively priced and will continue to have an impact on the market over the coming weeks, while Washington Bartlett pears are in full swing. Red pears are being packed in both states, and California Bosc pears are coming in significant quantities.



## Stone Fruit

There is a steady market and a moderate supply of peaches, plums, and nectarines. The price of imported kiwis is still stable but higher, perhaps holding until October, when California's season starts. Asian pears from the Kingsburg region will begin production shortly and continue until Thanksgiving at the latest.



## Pineapple

Thunderstorms are predicted to continue to affect Costa Rica's expanding regions through August 2025. Supplies of pineapple are still extremely scarce

*Alert*



# Vegetables

## Asparagus

Particularly for Large, Extra Large, and Jumbo sizes, there are still few sizes available on both coasts. There will be greater availability of smaller sizes and standards. It is anticipated that the market will remain stable with limited supply. While Mexico is shifting from Central Mexico to Baja and Guanajuato, contending with heat and rain, Peru's expansion is being slowed by colder weather. Supplies of asparagus will be limited through August, but by mid-September, they should be more widely avail-



*Alert*

able in all sizes.

## Avocados

Now that the previous crop is practically done, Flora Loca is the main crop, with peak diameters of 48 and 60 cm. The new fruit will take longer to ripen because the dry matter is in the mid-20s as opposed to the low-30s in the last harvest. For this time of year, the fruit has a modest #2 grade and is extremely clean. The California season is predicted to end in a few weeks after continuing to slow down. Both coasts are receiving offshore fruit, but starting next month, that amount should start to decline.



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## *Bell Peppers*

The market for green bell peppers is stable, with great quality and adequate availability overall. The supply of colored bell peppers is still extremely limited, and their high costs reflect this. While supplies in Eastern Canada are limited, Western Canada is remaining stable. The volume coming from Central Mexico is sufficient. Anticipate further high colored bell markets until September.



*Alert*

## *Broccoli*

This week, there are less broccoli supplies available, and the market is rising. Concern over insect pressure is growing, especially in South Monterey County and Santa Maria's warmer areas. As we enter the following week, anticipate the market to continue climbing gradually.



*Alert*

## *Brussel Sprouts*

Supplies of Brussels sprouts are still rather limited, but they are starting to get better. There is sporadic insect damage, but overall quality is high. As we move into next week, expect the market to progressively calm down.



## *Cabbage*

Central California offers better quality and good supply. The market price is stable, and a constant supply is anticipated.



## *Carrots*

Harvest is now taking place in the Cuyama/Lancaster region and will go into November. Better sizing is emerging from the existing fields, and conditions have improved this week. There shouldn't be any size problems in the near future, but we'll keep you informed if anything does.



## *Cauliflower*

The quality and supply of cauliflower are still strong, and there is very little worm pressure visible. As we move into the following week, the market should remain largely stable.



## *Celery*

This commodity's market is still essentially the same. Promote as much as you can because shippers are accommodating for large orders and all sizes are available in both the north and the south. There have been few complaints of seeders or deterioration, and overall quality is still above normal. At best, demand is still moderate to light.



## *Cucumber*

Canada and the Eastern United States (Michigan, NY) continue to be the leaders. The market is supported by Mexican cucumbers, which are robust. Until October, a consistent and high-quality supply is anticipated.



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## Eggplant

Both the eastern and Fresno areas provide high-quality supplies.



## Garlic

While Mexican supplies continue to supplement the harvest, the new California garlic crop is growing well and producing high-quality garlic.



## Green Onions

The availability and quality of green onions remain excellent, with expectations for continued consistency into the following week.



## Green Beans

The supply remains consistent, bolstered by contributions from New York and Michigan. Prices are easing, and quality is consistent. The condition of French beans is currently optimal, attributed to the prevailing favorable weather conditions. The demand remains consistent across various channels.



## Kale

The supply of kale has largely remained stable, notwithstanding minor instances of insect intrusion. Anticipate that the market will maintain a stable trajectory as we approach the upcoming week.



## Lettuce—Iceberg

**Alert**

At the start of the week, availability varies among shippers, creating a market gap of six to eight dollars. Weights range from 35 to 42 pounds depending on the shipper. Some arrivals have shown misshapen heads and outer leaf discoloration. Second-tier price increases will continue on all value-added lettuce items through this week at minimum. Demand has picked up with schools reopening.



## Lettuce—Leaf

**Alert**

The market demonstrates stability in both green and red leaf varieties, alongside romaine, with notable activity observed in romaine hearts across all packaging sizes. Shippers are experiencing diminished yields in the field, although the demand has not reached the levels seen with lettuce. Reports of fringe and tip burn have emerged from various shippers, attributed to elevated temperatures in both the northern and southern growing regions. The weights and leaf lengths have been observed to be moderate to above average across various suppliers.



## Lettuce—Tender Leaf

All tender leaf items are exhibiting high quality and consistent supply, with an anticipation of continued availability into the following week.



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## *Mushrooms*

Mushrooms exhibit significant potential for promotion and possess remarkable volume characteristics.



## *Onions*

At present, onions can be sourced from Washington and Idaho, following the conclusion of the growing seasons in California and New Mexico. The demand continues to exhibit robust strength, whereas the yields of onions in both the United States and Mexico are experiencing a decline. The prices of red and white onions have reached a state of stability since the previous week. This week, there is an availability of Idaho onions, with an anticipated increase in volume, while Washington maintains a robust supply.



## *Chili Peppers*

Although there is a limited supply of tomatillos, Anaheim, serrano, and habaneros, the eastern chili supply is robust, with Michigan, New Jersey, and North Carolina leading the way. Overall quality is good, albeit there are a few rain-related problems. By the end of the month, the low to moderate Western supply should improve.



## *Potatoes*

The market for 40-70 count potatoes in Idaho is experiencing significant constraints through the month of August. The cultivation of Burbanks is approaching completion, with Norkoths emerging as the predominant variety at this stage. Emerging fields are predominantly yielding top-tier results, whereas secondary out-



comes continue to be constrained. The recent yield of potatoes in Washington demonstrates commendable quality. Color potatoes are cultivated in the states of California, Idaho, Washington, and Wisconsin. The initial harvest of sweet potatoes in North Carolina is currently underway, albeit in limited quantities. There are some curing challenges present, which are expected to resolve in the coming weeks.

## *Squash-Yellow & Zucchini*

Quality supplies are accessible throughout all regions. Local areas will persist until the initial frost or until the quality diminishes below the established shipping standards. Georgia has begun to experience a gradual transition as agricultural activities shift towards the southern regions. In the western regions, California and Baja are demonstrating a commendable provision of both supply and quality. It is anticipated that the squash will commence crossing in Nogales by the latter part of September.



## *Tomato on the Vine*

In Canada, the availability of Tomato on the Vine (TOV) supplies is currently quite restricted as producers shift their focus to autumn planting activities. Nonetheless, there is an observable increase in Mexican supply as agricultural producers commence the cultivation of new crops. Supplies originating from Mexico are expected to rise in the forthcoming weeks as new plantings enter the production phase and fall programs ramp up.



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## Flowers—Every Day Program

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

### Poinsettias



## 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



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



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

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