

# Fresh News



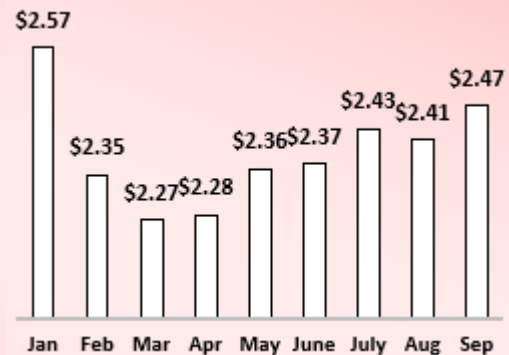
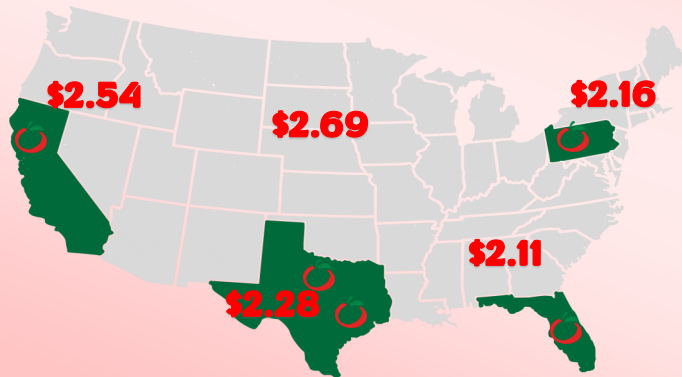
## Market Alert

Asparagus      Oranges  
Blueberries      Pineapple  
Broccoli  
Lemons



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

## Trend



## Weather Alerts

Location	Current Weather	Current Temp	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	70°F clear sky		77°F 59°F	77°F 57°F	75°F 59°F	73°F 59°F	70°F 57°F	72°F 55°F	73°F 54°F
WATSONVILLE WEATHER	64°F few clouds		79°F 59°F	75°F 57°F	73°F 59°F	68°F 55°F	68°F 55°F	70°F 54°F	75°F 54°F
FIREBAUGH WEATHER	72°F few clouds		79°F 59°F	91°F 61°F	90°F 61°F	86°F 57°F	86°F 57°F	91°F 57°F	95°F 61°F
CULIACÁN WEATHER	88°F scattered clouds		99°F 72°F	99°F 73°F	91°F 77°F	90°F 77°F	95°F 75°F	91°F 79°F	93°F 77°F

# Tomatoes

## Domestic

The roma tomato crops of Tennessee growers routinely yield dependable volumes and superior quality for the Eastern market. This week's harvest has produced outstanding crown selections, with ideal dimensions and consistent colors. In addition to Tennessee, smaller amounts of romas are also procured from Canada, Michigan, Alabama, and North Carolina, enhancing the regional supply. In the absence of significant weather events, production from the southern regions is expected to continue until early to mid-October, at which point North and Central Florida will initiate their fall harvests. In California, cultivators of Roma tomatoes consistently deliver high-quality yields. Despite a slight reduction in size due to recent heat, most fruit remains within the XL to L range. The volume of round tomatoes is rising in the East this week as autumn crops become accessible in Tennessee and Virginia. Tennessee's output has recently improved, with fruit displaying great quality and comparatively lower sizes. The recent crops in Virginia are beginning their harvest, with volume expected to rise gradually over the next week. The initial choices from Virginia demonstrate remarkable quality and a well-balanced size distribution. Supplementary sources of round tomatoes are available in limited amounts from regions such as North Carolina. In the West, inventory levels are moderate, comprising products sourced from California, Baja, and Central Mexico. California's harvests have been consistent, including primarily larger fruit of exceptional quality. The production of grape tomatoes has risen in the Eastern region. Virginia cultivators have initiated their autumn plantings, resulting in increased output and improved volume levels. The overall quality has been continuously great, with only a few splits detected during packaging. Additional supply is being procured from several smaller facilities in Tennessee, Alabama, and Canada, among others, improving availability in the East.



## Mexico

Baja and Central Mexico continuously provide ample supply of roma, anticipated to stay stable until September. The market supply is strong, and quality remains high in major agricultural areas. Baja and Central Mexico are anticipated to maintain a moderate volume, with current projections suggesting constant availability until September. The supply in expanding regions remains stable, marked by high quality and regional adjustments that adequately meet market demands. In Mexico, Baja grape tomato growers are diligently harvesting both established and newly planted fields, thereby maintaining consistent production levels. Similarly, growers in East/Central Mexico are involved in harvesting from a mix of both new and established fields, with no notable quality concerns identified. In general, the supply and quality remain stable across different locations in September.



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# Fruits

## *Apples*

The market for apples is nevertheless gradually switching from old to new crops. The final storage rooms are producing every carton imaginable, but still not meeting demand, pushing Granny Smith and Fuji to the breaking point. While Honeycrisp is putting in a lot of volume, the Gala trend is anticipated to pick up steam this week and the following. Nevertheless, before demand improves, the market will require some time to adjust. New supplies of Fuji, Ambrosia, Red Delicious, and Granny Smith will arrive in September.



to respond more strongly.

## *Berries—Raspberries*

Market prices are being driven down by Mexico's robust production. Throughout September, steady quantities from Baja and Central Mexico are anticipated to persist.



## *Berries—Strawberries*

Santa Maria is growing stronger and is predicted to reach its peak in late September, while production in the North is still strong. The heat wave that hit both areas last week may have affected quality, so teams are navigating the fields with caution to reduce pack-out problems.



## *Bananas*

Despite occasional tightness brought on by port congestion and regional fluctuation, supply is steady. Although there may be some slight cost pressure from freight, things are generally stable.



## *Berries—Blackberries*

This item is in good supply and is moving steadily out of Central Mexico and California.



## *Berries—Blueberries*

Next Monday, production in the Pacific Northwest will conclude. Over the following two weeks, a steady increase in Peruvian and Mexican volumes is anticipated. The markets are starting



*Alert*

## *Citrus—Lemons*

All sizes of markets are still doing well, with District 2 (Ventura/Oxnard) being the only area that is expanding. There are extremely few smaller sizes (165ct and lower).

Because of the growth conditions, choice grade predominates and Fancy is less common. Softer fruit and early deterioration are typical due to coastal winds and dampness,



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and the quality is mediocre. Fruit that has been impacted is being culled by shippers. Due to lower imports and robust demand, markets are higher than they were last summer. Supplies from Mexico and offshore are coming in sparsely, and Mexico is declining annually.

### *Citrus—Limes*

After the holiday, the market has loosened. The current harvest had larger fruit, a shorter shelf life, and certain quality problems. Although oil spotting is still an issue, a new production cycle is starting that will result in smaller fruit, better color, and a marginally longer shelf life. It is anticipated that the market will remain volatile until September. There is offshore fruit available, but the cost is still higher than Texas FOBs.



### *Citrus—Oranges*

Due to school demand, Valencias are at their greatest on 88ct, with 113ct and 138ct being extremely restricted. Soon, suppliers might request to sub up. Due to the scarcity of larger sizes, the 88ct market is expanding. Although gas takes roughly three days, some regreening is being brought on by milder weather. Shippers are removing faulty fruit, and the quality is mediocre, primarily choice grade. Brix is about 13, and the quality of the food is good. It is anticipated that the Navel season will begin in late October.



*Alert*

### *Grapes*

More upward pressure is driving the grape industry toward higher prices as more robust late season varieties become available.



### *Melons - Cantaloupe*

As Westside farms transition to superior dimensions, the domestic cantaloupe market is beginning to solidify. The market is rising as a result of the second cut and increased demand. Fields are still primarily making 9s, but jumbos are getting tighter and 12s and 15s are getting better in size. The range of brix values is 13–16. Some fields in the Central Valley have been impacted by this week's unexpected rain, and workers are attempting to contain the damage.



### *Melons - Honeydew*

As Westside fields get bigger, the domestic honeydew market is getting hotter. The market is being driven by the second cut and increased demand. Although fields continue to produce mostly 5s, the size of 6s and 8s is getting better. The range of brix values is 13–16. There are volume discounts available.



### *Melons - Watermelon*

Both the east and west coasts produce domestic watermelons. As growers promote new harvests, prices are beginning to level down. There will be post-holiday discounts available.



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## Pears

While California Bartletts are still quite expensive and will continue to influence the market for the upcoming weeks, Washington Bartlett pears are in full swing. California Bosc pears are widely accessible, and red pears are packed in both states.



are some Mexican pineapples, but not many. Loading schedules will be affected by port delays during the week of September 1, 2025, because of the holiday.

## Pineapple

It is anticipated that thunderstorms will continue to impact Costa Rica's expanding regions until mid-September 2025. Supplies of pineapple are still extremely scarce and might remain so for the remainder of the year. Because crownless pineapples are so popular, order adjustments, cancellations, and substitutes are to be expected. There

*Alert*



## 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. Kingsburg's Asian pear production will begin shortly and go through the end of the year.



# Vegetables

## Asparagus

On both sides, small and standard sizes are more readily available, while large, extra large, and jumbo sizes are still scarce. Overall, there are few supplies, which keeps the market strong. Growth in Peru is being slowed by cooler temperatures, while Mexico is experiencing heat and some precipitation. Better volume is anticipated by the second or third week of September, although asparagus will remain tight until then.

*Alert*



## Avocados

Peak sizes are 48ct and 60ct, with Flora Loca now the main crop as the old crop is nearly done. Dry matter is in the mid-20s, compared to low 30s on the older crop, so expect longer ripening times. Fruit is very clean, with minimal #2 grade—typical for this part of the season. The California season continues to slow and is expected to wrap up in the next few weeks. Offshore arrivals are hitting both coasts but should begin to wind down next month.



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## *Bell Peppers*

Eastern output is consistent and of high quality. Excellent quality and a robust supply are being delivered by the Western and California areas, with promotable volumes available. The availability of colored bells is increasing as the market tries to stabilize.



enter fields with superior size, this week appears to be improving. No sizing concerns are predicted in the near future, however updates will be published if anything changes.

## *Broccoli*

Due to decreased yields caused by pin rot and Diamondback Moth larvae in the fields, there is a temporary shortage of broccoli. Anticipate a steady upward trend in the market into the upcoming week.



*Alert*

## *Cauliflower*

Despite some damage from insects, cauliflower supplies are stable and robust. The market should remain stable over the weekend.



## *Celery*

With sizes available in both the north and the south, this market is still stable. There are still few reports of seeders, shippers are still adaptable, and overall quality is still above average. At best, demand is moderate.



## *Brussel Sprouts*

Supplies of Brussels sprouts are still a little low, but they are getting better. There is just sporadic insect damage, and overall quality is good. It is anticipated that the market would progressively calm down as we move into next week.



## *Cucumber*

Although lighter, eastern supplies are still able to meet demand. Within seven to ten days, production in Georgia and North Carolina is anticipated to increase. There is still a consistent supply from Mexico and the West.



## *Cabbage*

Out of Central California, supplies and quality have improved, and stable yields and market prices are anticipated to persist.



## *Eggplant*

Consistent provision from Michigan, New Jersey, and New York, characterized by high quality. The harvest season in North Carolina is approaching and will commence shortly. California exhibits stability; however, there is a notable constraint in supply. The demand remains robust, con-



## *Carrots*

Harvest is now taking place in the Cuyama and Lancaster regions, and it will go until November. As crews



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tributing to a stable market environment.

### *Garlic*

The current California garlic crop is advancing positively, exhibiting high quality, and is further supported by continuous supplies from Mexico.



### *Green Onions*

The supply of green onions remains consistent and satisfactory, with similar conditions expected in the forthcoming week.



### *Green Beans*

The market demonstrates a consistent state defined by a harmonious interaction between supply and demand forces. The product originating from New York exhibits a remarkable degree of consistency, with no recorded quality issues or interruptions observed.



### *Kale*

The overall quality continues to be strong; however, the emergence of certain larger, thicker stems has become apparent due to the warmer weather conditions. Furthermore, there is a slight increase in the degree of damage inflicted by insects. It is expected that the market will exhibit a consistent trajectory over the course of the weekend.



### *Lettuce—Iceberg*

*Alert*

There has been a notable enhancement in the supply situation within the Salinas Valley when compared to the preceding weeks. The INSV has significantly affected yields for numerous shippers. The existing weights are observed to vary between 38 and 42 pounds. Instances of misshapen heads and discoloration of outer leaves have been documented upon arrival. Escalation is presently implemented for the initial tier of all value-added lettuce products.



### *Lettuce—Leaf*

*Alert*

The demand for romaine, green leaf, and red leaf remains consistent. Romaine hearts exhibit a marginally increased softness compared to the previous weeks. Tip and fringe burn are anticipated on arrivals as a result of elevated growing temperatures. The weights and product length are anticipated to conform to normal distributions for the majority of leaf items.



### *Lettuce—Tender Leaf*

Overall quality has been reported positively, even in light of the warmer temperatures experienced over the weekend. It is anticipated that the supply levels will largely maintain their current stability as we progress into the upcoming week.



### *Mushrooms*

There is a commendable supply and availability characterized by robust promotable volumes.



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## *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 throughout the United States. The precipitation experienced in Idaho during the week of August 25, coupled with the holiday, led to a temporary cessation of harvesting activities by certain shippers for several days.



## *Chili Peppers*

Nationwide supplies remain stable, with a wide array of varieties accessible. The eastern sourcing encompasses regions such as North Carolina and Michigan, along with various local programs; however, the availability of serranos is restricted. The supply from Western regions, including Baja California, Central Mexico, and Washington, remains consistent, although there are reduced volumes from Baja and Central Mexico attributed to ongoing crop transitions. Tomatillos present a primary issue, characterized by low volume and moderate quality; however, an enhancement is anticipated within a timeframe of 7 to 14 days.



## *Potatoes*

The market in Idaho is showing positive developments regarding the 40-70 count of new crop potatoes. The cultivation of Burbanks is approaching completion, while Norkoths have emerged as the predominant variety at this stage. New



fields predominantly exhibit a strong presence of #1s, while #2s remain closely contested for approximately one month. The recent harvest from Washington demonstrates exceptional quality. Color potatoes can be sourced from California, Idaho, Minnesota, Washington, and Wisconsin. In North Carolina, the new crop of sweet potatoes is beginning to emerge, albeit at a smaller scale, and there are several curing issues that will need to be addressed in the coming weeks.

## *Squash-Yellow & Zucchini*

The availability of supplies continues to be consistent in both the Eastern and Western regions. The agricultural activities in New Jersey are reaching their conclusion, whereas the cultivation season in Georgia has commenced. The overall quality is commendable.



## *Tomato on the Vine*

The markets across the nation are adequately supplied, exhibiting a high standard of quality. In the Eastern region, the volumes of Roma and grape varieties remain stable, primarily driven by production in Tennessee and Virginia. However, the supply of round tomatoes has diminished due to earlier climatic challenges. In the western region, California and Mexico exhibit a steady and high-quality production across various types, with the newer fields in Baja yielding larger and enhanced Roma tomatoes. It is anticipated that supplies will exhibit a notable enhancement as we progress into early September.



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## Flowers—Every Day Program

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

### Christmas



## 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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