

Fresh News



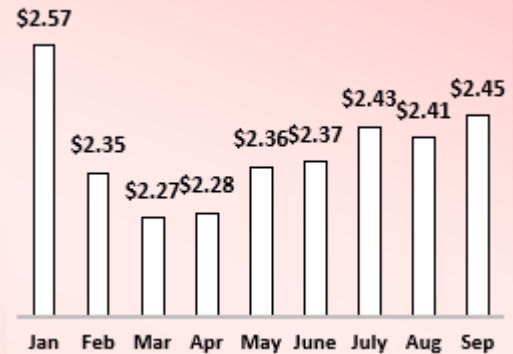
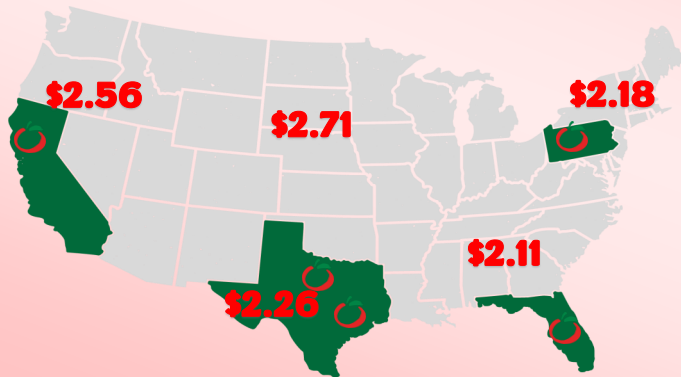
Market Alert

Blueberries
Broccoli
Brussel Sprouts
Lemons
Oranges
Tomatoes



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

| SALINAS WEATHER | | 70°F broken clouds | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------------|--|-----------------------|--|-----------|-----------|------------|------------|-----------|-----------|-----------|
| | | | | 82°F 59°F | 88°F 61°F | 90°F 63°F | 84°F 63°F | 73°F 64°F | 77°F 63°F | 79°F 61°F |
| WATSONVILLE WEATHER | | 75°F clear sky | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | 81°F 59°F | 82°F 57°F | 84°F 59°F | 81°F 57°F | 73°F 61°F | 75°F 61°F | 73°F 61°F |
| FIREBAUGH WEATHER | | 82°F clear sky | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | 84°F 61°F | 99°F 63°F | 102°F 66°F | 102°F 68°F | 93°F 72°F | 91°F 68°F | 93°F 68°F |
| CULIACÁN WEATHER | | 90°F moderate rain | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | 97°F 75°F | 97°F 75°F | 91°F 75°F | 93°F 73°F | 97°F 75°F | 93°F 75°F | 93°F 75°F |

Tomatoes

Domestic

Tennessee roma tomato cultivators consistently supply substantial quantities and high quality to the Eastern market. The harvest has yielded exceptional crown selections, demonstrating favorable dimensions and uniform coloration. Alongside Tennessee, reduced 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, when North and Central Florida will commence their fall harvests. In California, roma crops 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 slicer tomatoes is increasing in the East this week as fall crops become available in Tennessee and Virginia. Tennessee's production has improved marginally in recent weeks, with fruit exhibiting good quality and relatively smaller sizes. The new plantings in Virginia are commencing their harvest, with volume anticipated to increase progressively. Initial selections from Virginia exhibit commendable quality with a well-balanced size distribution. Supplementary round tomato supply are also accessible in limited quantities from areas such as North Carolina. In the West, inventory levels are moderate, with products sourced from California and Baja. California producers' harvests have been consistent, yielding predominantly larger-sized fruit of superior quality. Grape tomato production has increased in the Eastern region. Virginia farms have commenced their autumn plantings, leading to enhanced productivity and improved volume levels. The overall quality has been satisfactory, with only a limited number of splits identified during packing. Supplementary supply is being sourced from several smaller enterprises in Tennessee, Alabama, and Canada, among others, enhancing Eastern availability.



Mexico

Baja and Central Mexico consistently supply robust roma stocks, expected to remain stable through September. The market supply is robust, and quality is consistently excellent in principal growing regions. Spherical Tomatoes Baja and Central Mexico continue to yield moderate volumes, with current predictions indicating sustained availability in these regions. In general, supply in agricultural regions is stable, with robust quality and regional shifts aiding market demands. In Mexico, Baja cultivators are harvesting both established acreage and newly planted crops, ensuring steady production. Likewise, cultivators in East/Central Mexico are harvesting from a combination of new and established fields, with no significant quality issues observed. Overall, availability and quality remain stable across areas as we approach September.



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Fruits

Apples

Is it possible to expedite the apple packing process by two weeks?

The market is currently undergoing a gradual transition from the old crop to the new, with availability persistently trailing behind demand. Producers are striving to finalize the remaining cartons of Granny Smith and Fuji have been removed from storage; however, the supply continues to be constrained. The production of gala apples is anticipated to increase significantly over the course of this week and the next. Meanwhile, Honeycrisp apples are currently being packed in substantial quantities, leading to corresponding adjustments in market pricing. In September, there will be an increased availability of Granny Smith, Red Delicious, Fuji, and Ambrosia apples as the harvest continues to advance.



Bananas

The supply situation has experienced a modest tightening as a result of regional weather inconsistencies and logistical challenges. The quality of the product continues to be consistent; however, it is important to note that certain distributors might encounter intermittent delays. The pricing remains stable; however, it is likely that tighter availability will continue in the short term.



Berries—Blackberries

Blackberries are expected to continue being accessible as we transition into September. The current market de-



mand exhibits a degree of softness, prompting the introduction of certain volume-based pricing strategies aimed at facilitating increased movement within the market.

Berries—Blueberries

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At present, we find ourselves in a temporary hiatus in planting activities, occurring between the conclusion of the Pacific Northwest season and the commencement of the programs in Peru and Central Mexico. The availability of products is constrained during this transitional phase. The predominant supply at present consists of off-shore fruit sourced from Peru, whereas Mexico is anticipated to progressively increase its crossings as we transition into early October.



Berries—Raspberries

The production of raspberries continues to be robust, although the demand is only moderate at best. The sources of supply are identified as Baja, Central Mexico, and California. Given the significant availability and reduced demand, volume deals are presently being introduced to stimulate activity.



Berries—Strawberries

A distinct two-tiered market is developing between late-season products from Salinas and Watsonville and the newly harvested fruit from Santa Maria. Santa Maria is achieving a premium status, influenced by the enhanced quality emerging from that region. Production in Oxnard is scheduled to



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commence next week for certain shippers, while additional shippers are anticipated to initiate their operations in the subsequent two weeks. As we look to the future, it is important to note that the seasons in both Mexico and Florida are set to commence in mid-November.

Citrus - Grapefruit

Marsh Rubies are currently in stock, reaching a maximum weight of 48 carats, and are being shipped from Riverside and the San Joaquin Valley.



strong school demand. Expect more requests to sub up in size as smaller fruit becomes scarce. Gas times are around 3 days to enhance color, with some regreening from recent heat. Quality is fair, with mostly Choice grade, typical for the season. Brix levels are around 13, and the fruit is eating well. The domestic Navel season is expected to start at the end of October.

Grapes

The ongoing situation reveals that supply is consistently exceeding demand, with the presence of residual inventories from previous varieties exerting pressure on the market dynamics. Although the more substantial and superior late summer varieties might justify a higher market price, any potential increase is improbable without a significant rise in demand to facilitate the clearance of existing volumes.



Citrus - Lemons

The markets exhibit considerable strength, albeit with a scarcity of smaller sizes. District 2 stands as the sole active region, predominantly yielding Choice grade products as a result of its coastal conditions. The quality is moderate, exhibiting common seasonal challenges. Imports from offshore and Mexico are commencing in modest quantities, contributing to the sustained elevation of market levels.

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Melons - Cantaloupe

The domestic cantaloupe market is experiencing an upward trend as the Westside fields progress into their second cut. The demand remains robust, predominantly featuring the harvesting of 9s, while there is a noticeable enhancement in the availability of 12s and 15s. Jumbos exhibit a tight structure, with Brix levels varying between 13 and 16. The recent precipitation in the Central Valley has had an effect on certain agricultural fields.



Citrus - Limes

The market is slightly lower as demand has softened. A new production cycle is bringing smaller fruit with improved color and slightly longer shelf life. Offshore Colombian fruit is also available out of Florida with good quality. The market is expected to remain active through September



Melons - Honeydew

The domestic cantaloupe market is experiencing a stabilization influenced by changes in sizing and an increase in demand. The Westside fields are currently undergoing their second cut, maintaining a strong



Citrus - Oranges

Valencia's are peaking on 88ct, with very limited 113ct and 138ct due to

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presence of 9s, while the 12s and 15s are showing signs of improvement. Jumbos exhibit a degree of constriction. The Brix levels range from 13 to 16. This week's precipitation in the Central Valley has had an effect on certain agricultural fields.

Melons - Watermelon

Domestic This week, the availability of watermelon continues to be stable, with a robust supply originating from Indiana, complemented by additional quantities from Maryland, Delaware, New Jersey, and Washington. Despite certain growers in various regions of Indiana facing challenges related to quality, Grower's crops in Indiana are maintaining a high standard, consistently producing superior quality and pristine fruit. The production activities in Indiana are projected to persist until mid-September, while Grower's season in South Carolina is scheduled to commence on September 20th, facilitating a seamless transition within the region.



Pears

The production of Washington Bartlett pears is currently at its peak, whereas California Bartletts are maintaining competitive pricing, which is expected to impact the market dynamics in the forthcoming weeks. Red pears are currently being packed in both states, while California Bosc pears are available in substantial quantities.



Pineapple

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Thunderstorms are ongoing in agricultural areas of Costa Rica and are anticipated to remain a factor until the conclusion of September 2025. The availability of pineapples is currently quite restricted and is likely to remain constrained throughout the remainder of the year. The demand for crownless pineapples continues to be significant, indicating that substitutions are probable. In light of these challenges, high-quality fruit continues to be exported to both the U.S. and Europe. The transportation sector in Mexico continues to demonstrate stability, characterized by a sufficient availability of trucks to facilitate the shipment of pineapples.



Stone Fruit

The availability of peaches, plums, and nectarines is currently moderate, accompanied by a stable market condition. The volume of nectarines and peaches is experiencing a decline and is anticipated to conclude before the end of the month. Plums are anticipated to maintain availability for an extended period, with supplies expected to persist through at least Thanksgiving. The pricing of imported kiwi remains consistent, albeit at a higher level, and is expected to persist in this manner until the commencement of California's season in October. Asian pears originating from the Kingsburg region have commenced their availability and will continue to be offered until the conclusion of the year.



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Vegetables

Asparagus

The asparagus market is showing signs of improvement on both coasts, as production increases in Peru and Mexico. There is a gradual increase in supplies, and it is anticipated that prices will experience a slight easing as we approach the upcoming week.



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but should begin to wind down next month. -ness. The overall quality is outstanding, exhibiting minimal instances of #2 grade fruit, which is characteristic for this season. The season in California is progressively coming to a close and is anticipated to conclude in the forthcoming weeks. Offshore fruit is being delivered to both coasts, with projections indicating a decline in volume in the upcoming month.

Avocados

The peak sizes currently stand at 48ct and 60ct, with Flora Loca emerging as the predominant crop, as the previous crop has largely concluded its season. The dry matter content is observed to be in the mid-20s, in contrast to the low-30s found in the older crop, indicating that the new fruit will require a longer duration to reach ripeness. The overall quality is outstanding, exhibiting minimal instances of #2 grade fruit, which is characteristic for this season. The season in California is progressively coming to a close and is anticipated to conclude in the forthcoming weeks. Offshore fruit is being delivered to both coasts, with projections indicating a decline in volume in the upcoming month. instances of #2 grade fruit, which is characteristic for this season. The season in California is progressively coming to a close and is anticipated to conclude in the forthcoming weeks. Offshore fruit is being delivered to both coasts, with projections indicating a decline in volume in the upcoming month. and is expected to wrap up in the next few weeks. Offshore arrivals are hitting both coasts



Bell Peppers

The Bell pepper production is stable throughout the Eastern U.S., with several states, including Michigan, New York, North Carolina, and New Jersey, engaged in harvesting. The overall quality has been satisfactory; however, little discoloration has been seen as a result of recent weather conditions. These regions are anticipated to continue producing for several further weeks before to the seasonal shift to southern cultivation areas. The Fresno/Selma region of California consistently provides substantial volumes and superior quality. Washington State is currently in season, providing appealing fruit to satisfy regional demand. Resources are strategically positioned to facilitate further progress as we approach early autumn.



Broccoli

The supply of broccoli is currently constrained as a result of increased insect activity linked to the recent warm weather conditions in the Salinas Valley.

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Temperatures are expected to experience a slight decrease through Thursday, followed by a rebound in warmth on Friday. Certain areas of land are being left unattended as cultivators prioritize quality control and the safety of their workforce in response to challenges posed by diamondback moth infestations.

Brussel Sprouts

The yields of Brussels sprouts are experiencing a decline as a result of persistent insect pressure, while robust demand is driving the market upward. Anticipate that prices will continue to be high as we approach the upcoming week.



Cabbage

High-quality supplies and enhancements sourced from Central California. The market pricing remains stable, with a reliable supply anticipated.



Carrots

The harvest process has transitioned to the Cuyama/Lancaster region, where it is expected to persist until November. This week has seen advancements in sizing due to enhanced access to superior fields, and it is anticipated that there will be no sizing issues in the foreseeable future. Any modifications will be communicated promptly.



Cauliflower

This week, the availability of cauliflower continues to be robust. Although there are certain reports indicating insect pressure that may affect yields and potentially drive the market upward, the current conditions largely remain stable.



Celery

The market remains steady in both Northern and Southern California, with all sizes available. A few suppliers are showing some flexibility, so keep that in mind. Quality continues to be strong, with only minor seeder issues reported. Supplies are expected to remain steady through the week.



Cucumber

The product is sourced from major agricultural regions such as Michigan, New York, and Canada, supplemented by smaller initiatives throughout the East. Autumn harvests are imminent in Eastern North Carolina and Georgia, with production anticipated to increase within the next 7 to 10 days. The quality has mostly been satisfactory, however certain visual imperfections have been observed. Baja maintains its leadership in the West with a stable supply and high quality, while Central Mexico remains engaged with consistently moderate amounts. We expect increased activity from Mexico as we advance into September, which will enhance total supply.



Eggplant

The supply chain from Michigan, New Jersey, and New York continues to demonstrate stability, characterized by high-quality offerings. The harvest season in North Carolina is imminent and will commence shortly. The production levels in California are characterized as moderate, effectively supplying sufficient quantities to satisfy the prevailing demand.



Garlic

The current California garlic crop is advancing positively, exhibiting high quality.



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ty, while supplies from Mexico continue to enhance the California harvest.

Green Onions

The market for green onions has started to experience an upward trend, attributed to recent rainfall and isolated thunderstorms occurring in Mexico. Anticipate a modest rise in prices as we approach the upcoming week.



Green Beans

The supply of green beans is consistent in the Eastern U.S., however lower temperatures have recently impeded production in the northern regions. The quality has remained continuously high, with no significant issues identified. In the West, light to moderate quantities are being gathered in Baja and the Brentwood, California region, with supplementary light supply originating from Central Mexico and Washington State. The quality in all Western growing regions has been consistently strong.



Kale

The availability of kale is anticipated to be abundant in the upcoming week, with reports indicating high quality across the board.



Lettuce—Iceberg

Increased production from multiple shippers in the Salinas Valley has led to a surplus of product in the market. Overall demand remains moderate but is expected to strengthen as schools reopen over the coming weeks. While some light weights



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have been reported, average weights are holding steady between 37–42 pounds. Quality reports note some misshapen heads and occasional outer leaf discoloration. All value-added lettuce items have returned to normal pricing, with no current escalations

Lettuce—Leaf

The market continues to exhibit stability regarding romaine, in addition to green and red leaf products. The production of romaine hearts is presently at a moderate to light level, and this pattern is anticipated to persist throughout the week for all leaf varieties. Upon arrival, several quality concerns have been noted, including instances of tip and fringe burn. Nonetheless, the weights and dimensions exhibit a spectrum from average to above average. In summary, the current production levels are anticipated to adequately satisfy demand for the duration of the week.

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Lettuce—Tender Leaf

The availability of all tender leaf items is robust, characterized by high quality, and this pattern is anticipated to persist into the following week.



Mushrooms

The supply chain demonstrates exceptional efficiency and availability, accompanied by robust volumes suitable for promotion.



Onions

Onions are presently being shipped from Washington and Idaho, following the conclusion of the seasons in California and New Mexico. The strength of domestic de-



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mand persists. The precipitation anticipated in Idaho towards the conclusion of the week of September 9th could potentially influence the timing of harvest operations.

Chili Peppers

The production of Eastern chili peppers is characterized by its scattered nature, although more consistent volumes are observed from states such as Michigan, North Carolina, and New Jersey. Furthermore, localized sources of supply are playing a significant role in enhancing overall availability. Although the availability of serrano and habanero peppers remains constrained, a sufficient supply of most other chili varieties is present. In the Western region, the cultivation of chili peppers persists, primarily originating from California, Baja, and Central Mexico, while local production in Washington contributes to the overall supply. The quality of produce has demonstrated notable strength in California and Washington. In contrast, the impact of heat stress in Baja has adversely influenced plant health, leading to certain challenges in quality. The quality of tomatillos has been subpar in certain regions; however, enhancements are anticipated in the coming week as new fields commence their harvesting activities.



Potatoes

The market for Idaho's 40-70 count has reached a state of stability, primarily driven by the emergence of new crop Norkoths as the leading variety. The Burbanks are approaching completion. Grade one is abundant; grade two is limited. The recent harvest from Washington exhibits commendable quality, predominantly featuring smaller siz-



es. Colored potatoes are cultivated in the states of California, Idaho, Minnesota, Washington, and Wisconsin. In North Carolina, the new crop of sweet potatoes has commenced with a modest initiation, although some challenges related to curing are anticipated.

Squash-Yellow & Zucchini

The availability of supplies is stable in both the Eastern and Western regions. The agricultural activities in New Jersey are concluding, whereas the growing season in Georgia is commencing. Supplies from Baja and Santa Maria are also accessible, exhibiting a commendable level of quality.



Hard Squash

Hard squash quantities in the East are increasing as additional producers in the Northeast begin operations. Michigan and Kentucky top eastern supply, with New York and Maine growers joining the mix. While the quality is generally high, there have been some issues, particularly with spaghetti squash. Western supply is strong and constant, with continuous production from California's Stockton and Fresno counties, as well as Washington State. Quality and volume are stable in the West and anticipated to remain so in the near future.



A Fresh Take on Value-Added Distribution

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
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