



Fresh News

Market Alert

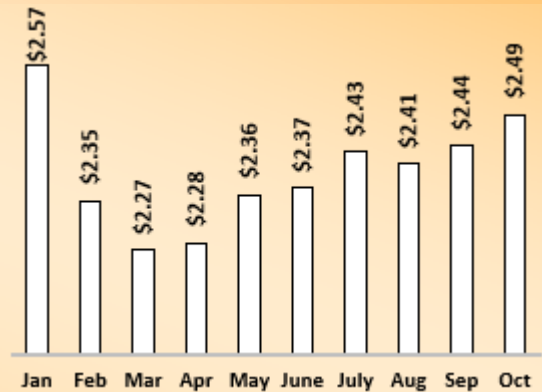
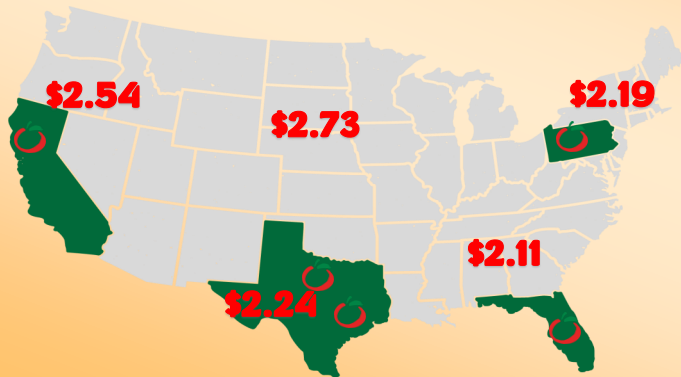
Asparagus	Cauliflower
Strawberries	Celery
Broccoli	Lemons
Brussel Sprouts	Oranges



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National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

SALINAS WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
54°F fog		77°F 54°F	84°F 59°F	81°F 59°F	73°F 55°F	75°F 54°F	70°F 54°F	68°F 52°F
WATSONVILLE WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
54°F fog		77°F 54°F	81°F 57°F	75°F 57°F	68°F 55°F	70°F 54°F	70°F 52°F	70°F 52°F
FIREBAUGH WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
55°F clear sky		81°F 55°F	88°F 59°F	91°F 61°F	88°F 61°F	86°F 59°F	84°F 59°F	75°F 54°F
CULIACÁN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
82°F scattered clouds		99°F 73°F	97°F 73°F	84°F 75°F	95°F 73°F	97°F 75°F	100°F 77°F	104°F 77°F

Tomatoes

Domestic

Round tomato supplies are abundant in the Eastern region this week, as growers in Virginia and Tennessee have their crops in production, with expectations for continuation throughout the majority of October. The latest plantings in Virginia exhibited reduced yields; however, the fruit has demonstrated a heavier weight, particularly in the 5x6 sizing category, and maintains a commendable quality. The volumes in Tennessee have experienced a slight reduction, exhibiting a more balanced sizing; however, the quality continues to be robust. Similar to romas, it is anticipated that light volumes from North Florida will commence in the upcoming weeks, with Ruskin/Palmetto expected to begin in late October and gradually increasing to full seasonal volumes by November. In the Western region, there is a steady influx of supply originating from both California and Mexico. California growers have an additional two to three weeks ahead, as mild temperatures contribute positively to the maintenance of yields, sizing, and quality, which remain at commendable levels. The production of Eastern Roma has encountered various fluctuations; however, it currently remains relatively stable. Producers in Tennessee are cultivating high-quality fruit, with size metrics indicating a trend towards larger dimensions. As the region approaches the conclusion of its season, the favorable temperate weather has positively influenced both yields and quality. This condition is expected to facilitate the continuation of harvests throughout the majority of October, although a gradual reduction in volumes is anticipated. North Florida is anticipated to initiate light production in the forthcoming weeks, with Ruskin/Palmetto expected to commence operations in late October, subsequently increasing to seasonal volumes by November. In the Western regions, the availability of roma supplies is significant, with fruit sourced from California, Baja, and Central Mexico. California growers have experienced advantages due to the mild weather conditions, which have contributed to the preservation of robust yields, quality, and sizing as the season approaches its conclusion. California's production will conclude later this month; however, both Baja and Central Mexico will maintain supply until the onset of production in West Mexico. This week, there is an abundant supply of grape tomatoes available. Virginia growers encountered rainfall over the weekend, which had a minor effect on packouts; however, overall production has continued to be favorable, attributed to the mild weather conditions observed in August. The harvest season in Virginia is expected to extend for several additional weeks, whereas the initiation of new crop production in the Ruskin/Palmetto region is anticipated to commence in the forthcoming 7 to 10 days. The initial volumes will be modest; however, it is anticipated that supplies will increase significantly by approximately October 20 as various plantings reach their production phase.



Mexico

In Central Mexico and Baja, round tomatoes are anticipated to sustain moderate to good volumes in the coming weeks, contingent upon favorable weather conditions. Roma tomatoes from Baja are anticipated to experience some constraints in volume over the next few weeks as growers manage their current acreage. In contrast, production levels in Central Mexico are expected to remain consistent. The overall quality exhibits variability depending on the grower and geographical region, yet it is predominantly characterized as favorable. In the Western region, the supply of grape tomatoes remains stable, with ongoing production from Baja and Central Mexico. This consistency in supply is anticipated to persist over the coming weeks.



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Fruits

Apples

The varieties of Reds, Fujis, and Pinks are currently exhibiting a tighter supply due to the ongoing depletion of old crop inventories. In contrast, Gala, Honeycrisp, Granny Smith, and Goldens are demonstrating robust availability, with supplies progressively enhancing on a weekly basis. The cooler nights in Yakima, with temperatures falling into the high 40s and low 50s, are significantly contributing to the enhancement of color development, particularly benefiting varieties such as Reds, Fujis, and Pinks.



a more regular influx of container arrivals projected to commence next week. Early fruit quality has been very good. Central Mexico is currently entering its season characterized by a modest volume of activity.

Berries—Raspberries

There are no notable alterations; robust volume persists from California, Central Mexico, and Baja.



Bananas

The supply remains consistent; however, certain shipping routes are experiencing constraints as a result of logistical delays. The current market pricing is starting to indicate this emerging trend. The availability remains steady; however, it warrants ongoing observation.



Berries—Strawberries

The availability of strawberries continues to be significantly constrained in the aftermath of the extreme heat and rainfall experienced last week. Shippers have been depleting fields; however, yields are anticipated to experience a modest improvement by the week's conclusion, driven by robust demand. The production in Oxnard is anticipated to increase significantly in the forthcoming weeks.



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Berries—Blackberries

Consistent supplies persist from California and Central Mexico, exhibiting no notable fluctuations.



Citrus—Grapefruit

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



Berries—Blueberries

While supplies continue to be constrained, there is an anticipated gradual improvement in Peruvian offshore volume, with



Citrus—Lemons

The markets continue to exhibit



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robust performance across various sizes. The primary area of focus is District 2 (Ventura/Oxnard), where there has been a notable decline in volume on a weekly basis. Sizes 140ct and below are quite restricted. District 3 (CA Desert/AZ) is currently in the initial stages, exhibiting a modest volume of activity. In comparison to the previous summer, there has been an upward trend in markets attributed to heightened demand and a decrease in imports. Offshore fruit continues to arrive in modest quantities on both coasts, while the volume from Mexico has decreased compared to the previous year.

Citrus—Limes



The lime markets have reached a state of stabilization, characterized by a leveling off of prices. The latest harvest exhibits a preference for smaller sizes that demonstrate enhanced coloration, although there are some concerns regarding rind quality. Large fruit are constrained in availability, exhibit inferior quality, and are associated with elevated pricing.

Citrus—Oranges

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Valencia's are currently reaching their peak at 72ct, with approximately three weeks remaining in the season. The duration of gas treatments is currently spanning 3 to 4 days to facilitate the process of regreening. The demand for schooling has risen markedly, resulting in upward pressure on markets for 88ct, 113ct, and 138ct as availability becomes increasingly constrained. The domestic Navel season is

anticipated to commence in mid-October.

Grapes



Last week, the Central Valley witnessed precipitation; however, the presence of substantial stored inventories contributed to the overall stability of the markets. An additional period of precipitation is anticipated later this week, which may exert some upward pressure; however, any substantial effects may not manifest until November. In summary, the availability of supplies continues to be sufficient, contributing to the stability of prices even in light of weather-related apprehensions.

Melons – Cantaloupe



The Westside cantaloupe agreement is nearing its conclusion in the upcoming weeks, with the transition progressing southward, subsequently followed by offshore supply. The market is being propelled by robust demand and exceptional quality. The fields continue to yield predominantly 9s, while 12s and 15s are experiencing limited availability until the transition in Yuma. The Brix levels are elevated, falling within the range of 13 to 16. The recent occurrence of unanticipated rainfall in the Central Valley has had significant effects on various agricultural fields.

Melons – Honeydew



The honeydew season on the Westside is nearing its conclusion, as the shift

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towards southern and offshore supply is imminent. Nogales honeydews are anticipated to arrive in the forthcoming weeks. The market is being propelled by robust demand and superior quality. The fields predominantly yield 5/6s, while 8s continue to exhibit tightness until the transition in Yuma. The Brix levels are notably elevated, ranging from 13 to 16. The recent occurrence of unanticipated rainfall in the Central Valley has had significant effects on certain agricultural fields.

Melons - Watermelon

Domestic watermelons can be found on both coasts; however, the availability is becoming increasingly limited, leading to a rise in prices. Mexican watermelons arriving through Texas and Nogales are anticipated in the coming weeks.



Pears

Pear markets exhibit stability at reduced price levels, bolstered by substantial volume from Washington to sustain the season ahead.



Pineapple

Thunderstorms persist in affecting Costa Rica's agricultural areas and are anticipated to continue through October 2025. The availability of pineapples is currently constrained and is likely to remain restricted throughout the remainder of the year. The demand for crownless pineapples is significantly elevated.



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Anticipate potential substitutions, cancellations, and modifications to orders. Mexican pineapples are currently available, though their supply is somewhat restricted.

Stone Fruit

The season for nectarines has concluded, and peaches are anticipated to be finished by the end of the week. Plums continue to be abundant. The domestic kiwi season has commenced, with anticipated growth in volume over the forthcoming weeks, while markets remain stable at heightened levels. Autumn heralds the arrival of a variety of fruits, such as Asian pears, persimmons, pomegranates, and quince, which are currently in season and undergoing the harvesting process.



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Vegetables

Asparagus

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The market for Mexican asparagus continues to be constrained due to robust demand and challenges related to weather conditions, particularly with Baja experiencing a downturn while Sonora shows signs of recovery. The breakdown of the Valor vessel in Peru has caused significant disruptions in supply, contributing to increased volatility in the market. The demand remains robust in the short term; however, it is anticipated to diminish by mid-October as supply levels recover.

Avocados



The peak sizes observed are 48ct and 60ct, while the markets continue to exhibit a state of depression. Flora Loca serves as the primary crop, yielding exceptionally clean fruit with a minimal occurrence of #2 grade, which is characteristic for this season. The season in California is gradually winding down and approaching its conclusion. The supply of off-shore fruit is diminishing, as no additional vessels are making arrivals, and the remaining fruit is predominantly of the jumbo variety.

Bell Peppers



The supply from the Eastern region is robust, particularly from Michigan and New Jersey, while Georgia is increasing its

output. The quality varies, yet a full range of sizes is offered. The supply from the Western region continues to be limited, with substantial volumes from Mexico anticipated only towards the end of November.

Broccoli

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Crown output reduction has tightened broccoli supplies this week. Mostly preventable dampness causes pin-rot. However, insect pressure remains a major issue. Look for market strength heading into week after.

Brussel Sprouts

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Brussels sprouts are scarce in Salinas Valley and Oxnard due to insect pressure, deterioration, and reduced crops.

Cabbage



Supplies are scarce, yields low, and quality is average. This product comes from Central California, where the Diamondback moth is harming crops. Be prepared for higher prices and limited supply.

Carrots



Harvesting will continue in Cuyama/Lancaster until November. No size difficulties are foreseen so soon. Please send snack pack orders 48 hours in advance.

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Cauliflower

Cauliflower supplies are scarce this week owing to heat and rain interruptions. Expect a little market up-tick next week.

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Celery

The market is active north and south. The availability of large sizes, especially 24 counts, is limited. There is some seeder recorded, but overall the quality is above average. Expect moderate to light supplies this week.

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Cucumber

Availability and quality are high in the East, with peak output in NC, GA, NY, and MI. The majority of Western supply comes from Baja, Central Mexico, and Sonora, with quality improving. The fall harvest in Mainland Mexico is predicted to grow in volume starting mid-October.



Eggplant

Eastern supply is adequate, with newer plantings producing the finest quality. West volume mostly from California, some from Washington. Mainland Mexico should contribute by mid-November.



Garlic

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



Green Onions

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The availability of green onions continues to be constrained as a result of the recent heat and rainfall conditions in Mexico. Anticipate a gradual increase in the market as we approach the upcoming week. The availability of green onions continues to be constrained as a result of the extreme heat and rainfall conditions experienced in Mexico. Anticipate a gradual increase in the market as we approach the upcoming week.

Green Beans



Production The availability of green beans in the Eastern region is robust, bolstered by the recent crop yields from Georgia and Eastern North Carolina, in addition to the continuous harvesting activities taking place in Virginia, Tennessee and Michigan. The overall quality has been commendable across all sectors; however, certain regions approaching the conclusion of their seasons may experience a forthcoming decline. Georgia and Virginia are anticipated to account for the majority of supply until Florida commences in mid-to-late November. In the Western context, the circumstances are more constrained. Brentwood is concluding its season this week, whereas production in Santa Maria has been hindered by recent precipitation and cooler temperatures. Washington state consistently generates a reliable output of beans; however, the majority of this production is retained within the local market. In summary, it is anticipated that the availability of Western supplies will remain constrained until the commencement of harvesting in Mexico, which is projected to occur

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around the Thanksgiving period.

Kale



The current supply of kale is stable and satisfactory, with comparable conditions anticipated for the upcoming week.

Lettuce—Iceberg



The demand remains significantly higher than the supply for a minimum of two weeks, attributed to diminished yields resulting from INSV and elevated temperatures. Across the industry, there is a prevalence of lighter weights and puffiness, accompanied by leaf discoloration, internal burn, and misshapen heads observed upon arrival. The pricing for all value-added lettuce products has increased correspondingly.

Lettuce—Leaf



In contrast to lettuce, both green and red leaf varieties, along with romaine, have exhibited stability across various suppliers. The availability of Romaine hearts across all pack sizes will remain stable throughout the week. Observations indicate slight twisting, and elevated temperatures could lead to potential tip and fringe burn on all leaf items. The dimensions and weights are anticipated to stay elevated compared to the norm across various suppliers.

Lettuce—Tender Leaf



The availability of tender leaf supplies has experienced a slight constraint as a result of the recent heat conditions coupled with the rainfall observed last

week. Anticipate a modest increase in the market as we approach the weekend.

Mini Sweet Peppers



This week, a moderate supply of mini sweet peppers is available, sourced from various regions such as Central Mexico, California, Baja, and Washington state. In light of the consistent overall availability, a reduction in market demand has resulted in heightened inventory levels, necessitating meticulous oversight of freshness to uphold quality standards. Baja and Washington are cultivating fruit of remarkable quality, characterized by uniform dimensions and an aesthetically pleasing overall appearance.

Onions



At present, onions are being 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 in Idaho has the potential to influence harvest timelines and will require careful observation.

Chili Peppers



The availability of chili peppers in the Eastern region is presently limited. Production persists in New Jersey, North Carolina, Michigan, and several smaller local programs; however, the majority of these regions are either nearing completion or are set to conclude in the coming weeks. The commencement of activities in Georgia is anticipated to occur by mid-October, subse-

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quently succeeded by a modest fall harvest in Plant City in early November. It is anticipated that South Florida will become operational approximately on November 15, which is expected to enhance availability. While a significant portion of the current fruit is sourced from mature plants, the overall quality across the majority of varieties has consistently been adequate. In the Western region, the availability of supplies is generally at a moderate level. The cultivation of crops in Baja and California is expected to persist until October, with Washington possibly extending its season based on weather conditions. Meanwhile, Central Mexico maintains its predominantly year-round agricultural programs. We have begun to observe an initial flow of products entering Nogales, and we anticipate that this volume will rise as we approach the transition into fall. The quality of tomatillos continues to present challenges; however, there has been a slight improvement observed.

Potatoes



The recent crop in Idaho has stabilized within the range of 40 to 70, with Norkotahs being the predominant variety and Burbanks beginning to emerge gradually. Predominantly of the highest quality; the second tier remains consistently compact. The crop from Washington exhibits notable quality, particularly excelling in smaller sizes. Colorful varieties of potatoes are currently accessible. The new crop of sweet potatoes has commenced in North Carolina, albeit with a limited volume. Some curing issues are anticipated, which are expected to resolve in the coming weeks.

Squash-Yellow & Zucchini



Supplies of yellow and zucchini squash continue to be plentiful in the Eastern region, with availability spanning from Michigan through New Jersey and extending down into Georgia and North Florida. As the northern regions conclude their growing seasons, emerging crops from the southern areas are poised to take their place, thereby guaranteeing the continuity of supply without significant disruptions. The extensive availability has generally resulted in satisfactory quality; however, there are observed variations that correlate with specific growing regions and recent climatic conditions. In approximately two weeks, South Florida is anticipated to commence, thereby contributing to a consistent progression. In the western region, Santa Maria is concluding its agricultural activities this week, resulting in limited supply from Fresno and the emergence of new crops in Sonora. As the season advances, it is anticipated that Mexico's production will continue to gain momentum, although zucchini may experience a slight delay in its availability. However, it is projected to align with the overall production timeline within the forthcoming week.

Tomato on the Vine



Canada has mild to moderate tomato-on-the-vine output, but Mexico is steadily expanding as more homes open for the season. Although supplies are in transition, quality and size remain steady, with no major concerns observed. Mexico's output is likely to increase, leading to increased availability in the coming weeks.

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Christmas



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