

Fresh News



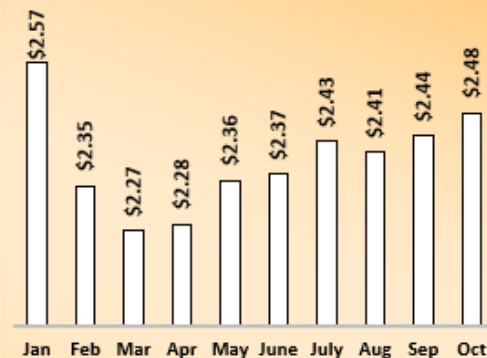
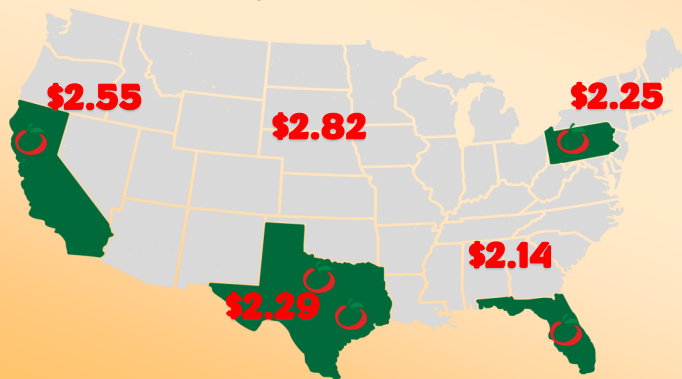
Market Alert

Asparagus	Lettuce Iceberg
Strawberries	Lettuce Leaf
Broccoli	Squash
Brussel Sprouts	Tomatoes
Cauliflower	



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Weather	Temp	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	fog	54°F	68°F 54°F	72°F 48°F	84°F 55°F	88°F 59°F	75°F 55°F	77°F 54°F	88°F 61°F
WATSONVILLE WEATHER	fog	54°F	68°F 54°F	72°F 48°F	84°F 55°F	88°F 59°F	75°F 55°F	77°F 54°F	88°F 61°F
RUSKIN WEATHER	clear sky	81°F	84°F 70°F	82°F 70°F	81°F 72°F	77°F 66°F	73°F 70°F	68°F 61°F	70°F 57°F
CULIACÁN WEATHER	scattered clouds	75°F	99°F 70°F	99°F 68°F	99°F 66°F	99°F 68°F	95°F 68°F	95°F 70°F	95°F 70°F

Tomatoes

Domestic

Round tomato volumes in the East are currently constrained due to the transition in regional production. Producers have finalized harvests in Virginia and Tennessee, and the majority of other local programs have also concluded for the season. Currently, limited volumes are accessible from the Quincy area until the Palmetto/Ruskin region becomes operational. Producers anticipate commencing light harvesting in Palmetto/Ruskin within the next 7–10 days, with volumes projected to rise to seasonal levels by November 10th. Crop conditions appear favorable, with robust plant vitality and satisfactory fruit set in the field. In the West, California has completed the harvest of retail-grade fruit, while some growers will continue for an additional week. As Tennessee approaches the final week of harvest, the supply of Roma tomatoes in the East remains constrained. Currently, only limited quantities of fruit are available as we anticipate the commencement of new plantings in the Palmetto/Ruskin region. Initial harvests are projected to commence in the first complete week of November, with levels likely to rise consistently by mid-month. Until that time, resources will remain scarce in eastern markets. Crop conditions in Florida seem robust, and producers are hopeful regarding quality as production increases. The production of grape tomatoes is undergoing a transformation in the eastern regions. The agricultural season in Virginia has concluded, and the majority of local programs in central and northern regions are also coming to a close. Production has relocated to the Ruskin and Palmetto regions, where cultivators are currently engaged in harvesting. Early volumes have been marginally lower than anticipated for the early fruit sets; however, yields are likely to progressively enhance over the next 7 to 10 days. Harvest has commenced in a limited capacity in Labelle, with both regions anticipated to yield consistently over the forthcoming weeks. Recent temperature changes have adversely impacted quality, resulting in an increased number of gradeouts. Nonetheless, the ultimate fruit pack retains its appeal, exhibiting commendable color and form. Conditions are anticipated to stabilize concurrently with rising volumes in the forthcoming week to ten days.



Mexico

The market for round tomatoes is now predominantly dependent on Mexico, where current levels are low to moderate. The product is available from Baja, Central Mexico, and Sayula. Sayula produces the highest quality fruit, characterized by vibrant color and firmness, with mid-tech agricultural practices. Baja's quality is satisfactory, yet little inferior to Sayula's standards. New fields in Baja are anticipated to commence harvesting next week, while Central Mexico's production is likely to enhance as conditions normalize after recent meteorological occurrences. Roma tomatoes Moderate quantities are accessible from both Baja and Central Mexico in the West. The production in Central Mexico is enhancing as cultivators recuperate from previous climatic adversities, although the volume rises in Baja have been more gradual due to lower temperatures. Additional acreage is expected to become available during the next week, which could enhance overall availability. The quality has fluctuated throughout Mexico, with Central Mexico presently exhibiting superiority over Baja in color and firmness. The majority of California growers have finalized their harvests, however a minor quantity of residual volume will persist in shipping for the upcoming days. In the West, supplies of grape tomatoes are stable and moderate, with producers in both Baja and Central Mexico expecting constant production and quality for the upcoming weeks.



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Fruits

Apples

October may pose certain difficulties for apples intended for food service applications. The consistently favorable weather conditions experienced in September facilitated ongoing fruit development, resulting in increased sizing for varieties such as Gala and Granny Smith. Although sizing may vary with subsequent harvests, present forecasts indicate that 125s and 138s might be less plentiful than usually anticipated from a crop of this magnitude.



Mexico transitions out of the monsoon season. California is experiencing a gradual decline, whereas Mexico is entering a phase of increased activity, with peak volumes anticipated by mid to late December.

Berries—Blueberries

The markets continue to exhibit elevated levels, with Peru taking a leading role and the supply from Cmex remaining constrained. There is a possibility that prices will experience a modest decline as shipping volumes show signs of improvement.



Bananas

Ecuador continues to serve as the principal source; however, logistical and security challenges persist, leading to minor disruptions. The recent identification of TR4 disease in isolated regions has generated significant concerns; however, it has not yet impacted export volumes. The availability of fruit in the U.S. continues to be adequate; however, there are ongoing premiums associated with crown and certified varieties. The markets are anticipated to maintain stability, with a potential for slight upward pressure should there be enhancements in disease control measures or if weather-related challenges emerge.



Berries—Raspberries

Supplies remain somewhat limited; however, there is a gradual improvement as Mexico transitions out of the monsoon season. As California approaches its conclusion, Mexico is gearing up, with projections indicating that volumes will reach their highest levels by mid to late December.



Berries—Strawberries

The market continues to exhibit significant constraints, characterized by demand exceeding supply. It is anticipated that there will be short fills, cancellations, and delays leading up to the end of the month, as shippers prioritize the fulfillment of their contracts. The inconsistency in quality can be attributed to the effects of rain and humidity,



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Berries—Blackberries

Supplies continue to be limited, yet there is a gradual enhancement as



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leading to elevated cull rates and diminished yields.

Citrus—Grapefruit

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



Citrus—Lemons

The markets continue to exhibit robust performance across various sizes; however, a degree of relief may be observed as District 1 (San Joaquin Region) initiates a gradual commencement. The existing volume is constrained as the fruit requires time to develop its color, akin to navels; however, an increase is anticipated with the onset of cooler nights. District 3, encompassing the California Desert and Arizona, currently serves as the primary cultivation region. However, projections indicate a decline in volumes in the forthcoming weeks. Sizes that are smaller, specifically those at 140ct and below, continue to exhibit significant limitations. Mexico is indeed engaged in various activities. If you require fruit loading services in South Texas, do not hesitate to contact us.



Citrus—Limes

Following the price spike caused by weather delays in Veracruz last week, supplies have shown a notable recovery. Current observations indicate that manifests are predominantly featuring medium to large fruit, while the availability of smaller siz-



es remains constrained due to the rainfall promoting an increase in fruit size. There may be certain quality issues related to rain, such as those associated with the styler. Fruits from offshore Honduras and Colombia are accessible in the Eastern region.

Citrus—Oranges

Valencias are approaching completion, with domestic CA navels commencing very modestly at the conclusion of this week. The markets have demonstrated notable improvement and are anticipated to further strengthen as the availability of fruit increases. The peak sizes are observed within the range of 72, 88, and 113 carats. Fruit undergoes a gassing process lasting 4-5 days to promote the development of color.



Grapes

Grapes have encountered challenges in securing a market for several months; however, this situation is evolving—particularly for green varieties. The availability of green grapes has diminished due to recent rainfall in the Central Valley, leading many shippers to conclude their harvesting activities. Nevertheless, producers undertook harvesting with considerable intensity in anticipation of the weather, resulting in a substantial quantity of grapes remaining in storage. Red grapes continue to be abundant, suggesting that any potential price increases are expected to be relatively modest in comparison to green varieties.



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Melons - Cantaloupe



The Westside agreement is anticipated to conclude within this week. Next week, domestic cantaloupes are set to fully transition to the Brawley/Yuma region, following delays attributed to significant rainfall. The markets continue to maintain elevated levels until there is an improvement in supplies. It is anticipated that offshore cantaloupes will be available by mid-November. The fields continue to yield predominantly 9s, and it is anticipated that sizing will pose a challenge throughout the remainder of the domestic season.

Melons - Honeydew



The Westside transaction is anticipated to reach completion within this week. The domestic honeydew supply is expected to complete its transition to the Brawley/Yuma region next week, a delay attributed to significant rainfall in the cultivation areas. The current market conditions are characterized by elevated levels, attributed to constrained supplies coupled with heightened demand. Consequently, it is anticipated that prices will maintain their high status until the commencement of the offshore season. Mexican honeydews are presently accessible in Nogales. The fields continue to yield predominantly sizes 4, 5, and 6.

Melons - Watermelon



The domestic watermelon season is approaching its conclusion, evidenced by an upward trend in prices as the availability of the fruit diminishes. Mex-

ican watermelons are currently accessible in restricted amounts via Texas and Nogales, as the rainfall in Mexico last month has influenced production levels.

Pears



The 2025 Washington pear crop is experiencing a significant resurgence, reflecting a 60% increase compared to the previous year and surpassing the five-year average by 18%. The prevailing optimal growing conditions are contributing to favorable sizing and superior quality among key varieties, particularly highlighted by the early harvest of Bartletts.

Pineapple



Intense thunderstorms persist in affecting agricultural areas in Costa Rica and are anticipated to continue through the end of October and into early November 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 increasing. Anticipate potential substitutions, cancellations, and modifications to orders. Mexican pineapples are offered in restricted amounts, characterized by their generally high quality and flavor profile.

Stone Fruit



The season for peaches and nectarines has concluded, while the plums are approaching the end of their harvest and are anticipated to be completed by the end of the month.

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Vegetables

Asparagus

Mexico's supply remains constrained due to the impact of storm damage; however, it is gradually improving as additional fields become operational and Baja introduces 600 new hectares. The quality of Sonora is expected to enhance with the onset of cooler temperatures. The southern region of Peru is concluding its activities during weeks 45–46, whereas the northern regions are intensifying their efforts. The quality is satisfactory, with sizing ranging from small to standard, and there is a notable increase in arrivals in Miami.



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onset of California's desert season is relatively mild, whereas Georgia is demonstrating robust yields and exceptional quality. The Carolinas exhibit stability, while New Jersey and the Midwest are concluding their assessments with predominantly downgrades. Florida is set to commence harvesting in the upcoming week, with light crossings anticipated through Nogales by the middle of November.

Broccoli

This week, the availability of broccoli is notably constrained. There is an emergence of pin-rot on crowns attributed to moisture, which is largely preventable but is nonetheless affecting yields. Addressing insect pressure continues to be a critical focus area. Anticipate a fortification of the market as we approach the upcoming week.



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Avocados

The current market conditions exhibit a notable softness, characterized by an abundance of fruit still present on the trees, coupled with demand that falls short of initial expectations. The harvesting and shipping processes for both Flora Loca and Aventajada crops are currently underway. The dry matter and oil content exhibit comparable values in both cases, with averages falling within the mid to high 20s range.



Brussel Sprouts

The availability of Brussels sprouts continues to be severely limited. The crops that are grown in the Salinas Valley and Oxnard are experiencing pressure from insects, some deterioration, and smaller measurements.



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Bell Peppers

The distribution of bell pepper supplies is transitioning towards the southern regions along both coasts. The



Cabbage

Despite the fact that growers have reported lower yields, sup-



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plies are extremely limited. Fairness is the only quality. The product originates from the Central region of California. Additionally, cabbage farmers are facing challenges in the form of pest pressure (the Diamondback moth) and soil disease as a result of atypical weather conditions. Over the following few weeks, you should anticipate a decrease in supplies and an increase in prices.

Carrots

The Cuyama/Lancaster region is currently in the process of harvesting, and it will continue until the month of November. Sizes continue to be consistent, and there are no anticipated problems. Any orders for snack packs should be placed at least forty-eight hours in advance.



Cauliflower

The availability of cauliflower is currently constrained, primarily due to challenges related to quality and heightened insect infestations, particularly from diamondback moths and aphids, which have resulted in diminished yields. Anticipate that the market will remain at a high level as we progress into the upcoming week.

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Celery

The anticipated increase in demand over the forthcoming weeks suggests a potential shift, yet the market currently exhibits stability. The availability of large sizes remains optimal, with robust supplies observed in both Salinas and Southern California. Reports of seeder issues persist; however, they continue to be minimal in na-



ture. The pricing landscape is anticipated to remain competitive over the course of the week.

Cucumber

The supply of cucumbers continues to be stable throughout the various regional transitions. Georgia demonstrates robust quality; however, production is experiencing a slowdown attributed to cooler temperatures. In contrast, North Carolina is approaching the completion of its production cycle. In Mexico, Baja volumes are experiencing a decline; however, the introduction of new crops in Sonora and the southern regions is expected to sustain sufficient supplies and ensure stable pricing in the forthcoming weeks.



Eggplant

The availability of eggplant is diminishing in the Midwest and Northeast regions, whereas Georgia persists in providing substantial quantities and high quality. Georgia is set to take the lead in supply for the upcoming weeks, until Mexico increases its output towards the end of the month. The volume in Fresno is currently moderate, with the Coachella event scheduled to commence in approximately two weeks.



Garlic

The current California garlic crop is advancing positively, exhibiting high quality, while Mexican supplies persist in enhancing the overall harvest.



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Green Onions

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The availability of green onions continues to be constrained, although there are signs of gradual improvement. The climatic conditions in the Baja region have significantly influenced the quality and diminished the yields. Anticipate that the market will remain somewhat elevated as we progress into the upcoming week.



Green Beans

The cultivation of French beans is constrained by the prevailing weather conditions in the regions where they are grown. The market for snow peas and sugar snaps continues to demonstrate resilience, characterized by reduced volumes from Guatemala attributed to adverse weather conditions, while Peru has reached the conclusion of its growing season. There is a consistent availability of English peas in the market.



Kale

The supply and quality of kale continue to demonstrate robustness, with comparable conditions anticipated for the upcoming week.



Lettuce-Iceberg

Alert

The initiation of Huron production has commenced; however, the demand persists in surpassing the available supply. Products with added value are currently undergoing significant price in-



creases at the third tier, a trend that is anticipated to continue over the course of the week. Suppliers have indicated issues with light weights, misshapen heads, and puffiness. Nevertheless, Huron is observing a trend towards slightly heavier heads, with weights varying between 35 and 38 pounds.

Lettuce-Leaf

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Romaine, green leaf, and red leaf have all attained a third-tier escalation in terms of value-added items. Butter lettuce availability is quite restricted, and romaine hearts continue to be in short supply. Anticipate that the supply will surpass the demand for all leaf items for a minimum duration of the next two weeks. Instances of light weights, fringe, and tip burn have been documented upon arrival. The level of production in Huron can be characterized as moderate to light.



Lettuce-Tender Leaf

The availability of tender leaf supplies is diminishing as a result of reduced yields attributed to insect activity and recent hail events. Anticipate constrained accessibility as we approach the upcoming week.



Mini Sweet Peppers

As the seasons in California and Washington approach their conclusion, the market is commencing a shift towards Mexico for the procurement of mini sweet pepper supplies. Baja currently possesses a restricted quantity of fruit, with vol-



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umes experiencing a decline as the region transitions beyond its seasonal peak. Western and Central Mexico are in the initial stages of their programs, with modest production anticipated to persist until volumes increase in December. The quality has varied from fair to good, with occasional reports of shriveling and decay as the older fields conclude their production cycle.

Onions

Onions are presently sourced from Idaho, Utah, and Washington, exhibiting robust demand throughout the United States. We will be closely observing precipitation patterns in Idaho to assess their influence on agricultural harvest timelines. The dynamics of trucking and prevailing weather conditions are poised to exert a significant influence on market trends for the remainder of the year.



Chili Peppers

Production continues to be robust in significant regions; however, northern areas such as New Jersey, Michigan, and North Carolina are approaching the conclusion of the season. The state of Georgia has initiated the early stages of harvesting jalapeño and poblano peppers, with expectations for full-scale production to commence shortly. California, Baja, and Central Mexico maintain a consistent production level, showcasing moderate to good quantities of poblanos and tomatillos, whereas other varieties exhibit lighter yields. The quality of tomatillos has seen enhancements due to



recent plantings, and production in Washington state is expected to continue for several additional weeks. The quality is robust, and the supply is expected to remain consistent unless influenced by weather conditions.

Potatoes

The harvest has been finalized, and we are currently in the storage phase of the crop, characterized by a robust supply and consistent demand as we approach the holiday season. Burbanks are gradually becoming accessible, with Norkoths being the predominant variety. Washington potatoes are exhibiting exceptional quality, with a notable peak in mid-sized varieties, whereas the availability of large and small counts continues to be limited. Various hues of potatoes are currently accessible. Trucking remains a significant force in shaping the market dynamics. Newly harvested sweet potatoes are beginning to emerge in North Carolina.



Squash-Yellow & Zucchini

Alert

The As the majority of northern regions conclude or have completed their harvest for the season, Eastern squash production is now predominantly focused in Georgia and Florida. Growers in eastern North Carolina continue to harvest some fruit, but operations are anticipated to conclude within the next week. Zucchini currently remains the more constrained commodity; however, levels are expected to increase within the following 7 to 10 days as more fields commence produc-



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tion. The overall quality has been satisfactory, while minor discrepancies exist among producers. Zucchini supplies in the West are likewise limited. With California essentially ceasing production, attention has turned to Sonora. Recent precipitation resulted in lower temperatures that momentarily hindered harvests; however, as conditions rise, an increase in volume is anticipated in the forthcoming days. Notwithstanding the weather disruptions, the quality of the fruit has persisted, with favorable color and condition observed from the region.

Tomato on the Vine

As Canada's tomato-on-the-vine production concludes for the season, supply has predominantly shifted to Central Mexico. Current volumes sufficiently satisfy demand, and cultivators are indicating high quality throughout the majority of lots. Fruit is showing solid firmness, uniform color, and consistent sizing



Organics

Grape Tomatoes

The production of organic grape tomatoes is stable, with consistent harvests ensuring a dependable supply. Fruit is presently obtainable from both Central Mexico and Baja, with Baja managing the predominant volume at this juncture. Producers in Baja are anticipated to persist in harvesting throughout November and into December, at which point output will commence its shift to Sinaloa. The quality has been robust, exhibiting excellent color, firmness, and overall fruit aesthetics throughout all regions. No quality issues have been observed, and the forecast for the upcoming weeks remains optimistic as supply and quality persist at stable levels.



Roma Tomatoes

Supplies of organic Roma tomatoes are limited but sufficient to satisfy existing demand this week. The predominant production originates from Central Mexico, with lesser quantities also being gathered in Sonora. The overall quality has been satisfactory, characterized by clean fruit, uniform sizing, and vibrant color throughout various growing zones. Although supplies are limited, the market is stable, and product movement has been commensurate with available volume.



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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
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Scranton
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