

Fresh News



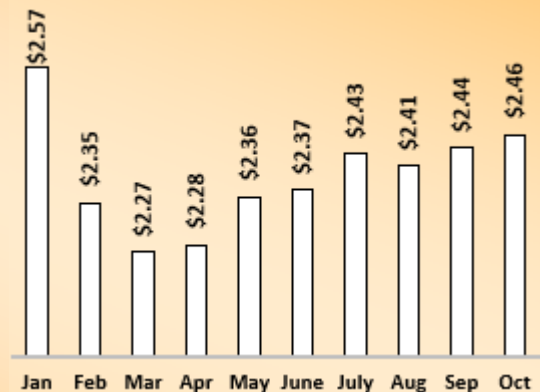
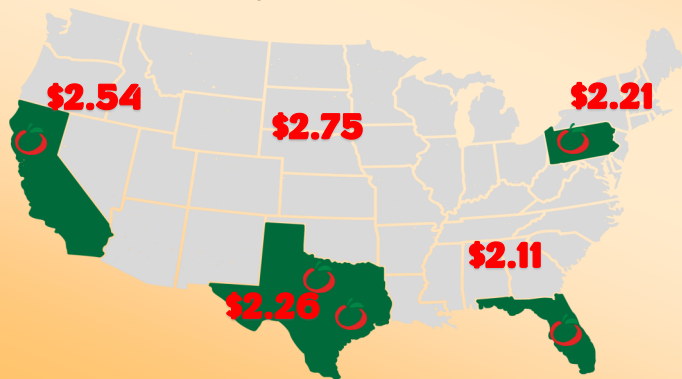
Market Alert

Asparagus	Cauliflower
Strawberries	Lemons
Broccoli	Oranges
Brussel Sprouts	



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	clear sky	61°F	72°F / 52°F	66°F / 52°F	64°F / 50°F	68°F / 50°F	73°F / 50°F	81°F / 55°F	77°F / 55°F
WATSONVILLE WEATHER	clear sky	57°F	73°F / 52°F	64°F / 52°F	63°F / 48°F	66°F / 50°F	72°F / 50°F	77°F / 54°F	73°F / 55°F
FIREBAUGH WEATHER	clear sky	57°F	73°F / 52°F	72°F / 54°F	59°F / 54°F	68°F / 52°F	70°F / 54°F	75°F / 55°F	81°F / 59°F
CULIACÁN WEATHER	drizzle	79°F	88°F / 75°F	88°F / 73°F	93°F / 75°F	93°F / 72°F	91°F / 72°F	91°F / 70°F	95°F / 70°F

Tomatoes

Domestic

Round tomatoes are currently being produced in many places, including Tennessee, Virginia, and North Florida. The season in Virginia is anticipated to conclude within the next 10 to 14 days, with Tennessee slated to follow shortly thereafter. As the northern regions conclude their production, Florida will emerge as the principal supplier of tomatoes during the fall and winter seasons. Projections indicate that growers in Ruskin/Palmetto will commence crop production around October 20th and escalate to seasonal amounts by November. Quality has been consistent across the majority of growing regions; however, certain Virginia fruit has exhibited minor grading discrepancies this week, including form and catface abnormalities. Supplies of round mature green tomatoes in California remain stable. Roma tomatoes The supply of Roma tomatoes is stable across the Eastern growing regions, with availability from various producing areas. In the coming weeks, volumes are anticipated to progressively decrease as northern regions conclude their seasons. Tennessee farmers are encountering colder autumn weather, prolonging harvests for the final two to three weeks of the season. This week, light acreage commenced in the Quincy area of Florida, with the initial roma tomatoes from the Palmetto/Ruskin region expected around October 20th. Seasonal levels from this region are anticipated to increase and be accessible by November. Grape tomatoes has completed grape tomato harvests in Virginia and commenced light harvesting in the Ruskin/Palmetto growing zone of Florida. The overall supply is robust, with fruit accessible from several cultivation regions. As northern regions conclude their production in the coming weeks, Florida will assume the role of the principal supplier of Eastern grape tomatoes throughout the winter and into spring.



Mexico

Supplies of round mature green tomatoes in California are stable, although Baja and Central Mexico are witnessing reduced vine-ripe quantities due to the shift into new fall plantings. California's quality remains robust, as growers are choosing picking just the finest fruit to correspond with diminished market demand. While several California farms may complete their harvests prematurely, the majority will finalize by the end of October. In Mexico, supply is anticipated to enhance by October 20th, contingent upon the scheduled weather event this weekend not adversely impacting crops or harvest timelines. In the western region, romaine output is moderate in Mexico and stable in California. California growers anticipate that harvests will conclude within the next 10 days, with fruit availability expected to extend for around one extra week. Fruit sizing has remained uniform, predominantly extra-large, and the quality persists at a satisfactory level. In Mexico, Baja volumes are diminished as cultivators shift from summer to fall plantings; new blocks are anticipated to commence around October 20th, which should enhance supply. Central Mexico is anticipated to sustain consistent production throughout the month, contingent upon weather conditions. The quality has been inconsistent in both Baja and Central Mexico; yet, high-quality fruit remains accessible. A substantial precipitation event is anticipated across much of Mexico this weekend, potentially impacting production and quality in the short term. Moderate numbers of grape tomatoes continue to be sourced from Baja and Central Mexico, with quality described as good. These regions are anticipated to provide a steady supply until Sinaloa commences production in mid to late December.



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Fruits

Apples

Emerging agricultural variety As the harvest progresses, there is an increase in the volume of Red Delicious and Fuji apples being packed. Pink supplies continue to be constrained as existing crop inventories diminish. The availability of Gala, Honeycrisp, Granny Smith, and Golden remains robust, with supplies progressively enhancing on a weekly basis. The cooler nights in Yakima, with temperatures ranging from the high 40s to low 50s, are contributing to the enhancement of color development, particularly for Reds, Fujis, and Pinks.



continue to be constrained as a result of persistent port delays and a decrease in crossings through Texas.

Berries—Raspberries

Supplies continue to be consistent from Central Mexico, Baja, and California.



Berries—Strawberries

The current market conditions reflect a scenario where demand surpasses supply. The recent rain and humidity in California's growing regions have hindered plant recovery over the past two weeks. Additionally, the effects of excessive stripping, coupled with cooler and shorter days, persistently influence yields. Santa Maria has reached a point of decline, whereas Oxnard is anticipated to show a steady improvement on a week-to-week basis as we approach November.

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Bananas

Supply is steady, though some shipping lanes are tightening due to logistics delays. Market pricing is beginning to reflect this trend. Availability is consistent but should be monitored.



Berries—Blackberries

The precipitation occurring in Central Mexico has resulted in transfer delays from the border to the West Coast, subsequently causing temporary shortages for certain shippers. Nevertheless, the overall supplies continue to exhibit a degree of stability, even in the face of various disruptions.



Citrus—Grapefruit

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



Citrus—Lemons

The markets continue to exhibit robust performance across various scales. District 2 (Ventura/Oxnard) serves as the principal area of

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Berries—Blueberries

The imports from Peru and Mexico



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growth; however, there is a noticeable decline in volume observed each week. Sizes 140ct and smaller are currently experiencing a significant shortage in availability. District 3 (CA Desert/AZ) is currently in the initial stages, characterized by a modest volume of activity. In comparison to the previous summer, there has been an upward trend in market levels, attributed to heightened demand and a reduction in imports. Offshore shipments persist in arriving with minimal impact on both coasts, whereas the volume from Mexico has decreased compared to the previous year.

Citrus—Limes



This week, there was a decline in lime prices attributed to a decrease in demand. The latest harvest predominantly consists of smaller specimens that exhibit enhanced coloration and extended shelf life; however, certain skin-related concerns remain evident. Medium sizes are increasingly accessible, with 175s projected to reach their peak shortly and a more robust movement expected in the upcoming month.

Citrus—Oranges

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Valencias are currently reaching their peak at 72ct, with approximately three weeks left in the season. Gas treatments are administered over a duration of 3 to 4 days to facilitate the process of regreening. The rising demand from educational institutions is contributing to an escalation in market prices for 88ct, 113ct, and 138ct sizes as available supplies become

more constrained. The commencement of the domestic Navel season is projected for mid-October.

Grapes



The grape market exhibits indications of progress; however, substantial inventories in storage are maintaining price stability. The comprehensive effects of the recent storms may not become evident until November.

Melons – Cantaloupe



The Westside season is approaching its conclusion and is set to culminate in the upcoming weeks. The production of domestic cantaloupe is anticipated to commence its transition towards the southern regions, subsequently leading to the initiation of the offshore program. The anticipated interplay between constrained supplies and a rising demand is projected to elevate market conditions in the near term. The fields are consistently yielding predominantly 9s, and it is anticipated that sizing will continue to pose a challenge until the shift to Yuma occurs. The availability of 12s and 15s is expected to be particularly constrained. The Brix levels exhibit a robust range, measuring between 13 and 16. The recent cooler temperatures and precipitation in the Central Valley have significantly influenced field conditions.

Melons – Honeydew



The concluding phase of the Westside honeydew season is approaching in

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the coming weeks, as the transition to the southern regions is in progress, with offshore movements anticipated subsequently. Nogales honeydews are currently accessible. The market is being influenced by constrained supplies coupled with robust demand. The fields are predominantly yielding scores of 5s and 6s, while 8s continue to be constrained until the transition in Yuma. The Brix levels range from 13 to 16. Lower temperatures and precipitation in the Central Valley have influenced agricultural fields.

Melons - Watermelon

Domestic watermelons are available from both coasts; nevertheless, costs are trending rising as availability decreases. The supply of Mexican watermelons via Texas and Nogales has been limited due to production difficulties resulting from last month's rainfall. South Carolina watermelon yields are substantial, and we anticipate this trend to persist over the forthcoming weeks. The quality has been consistent, and the sizing primarily falls within the 45 ct range. South Carolina is expected to maintain conditions throughout most, if not all, of October, facilitating a seamless transition into the Florida season commencing in November.



Pears

Pear markets exhibit stability at reduced price levels, with Washington providing sufficient volume to sustain the season's progression. The completion of production in California is anticipated to occur within



the forthcoming weeks.

Pineapple

Thunderstorms persistently impact agricultural areas in Costa Rica and are anticipated to continue until the conclusion of October, thereby constraining pineapple supplies—possibly extending into the end of the year. Crownless pineapples continue to experience significant demand, with the potential for substitutions, cancellations, and alterations to orders being probable. The availability of Mexican pineapples is restricted, yet they exhibit commendable quality and flavor.



Stone Fruit

The season for nectarines has concluded, and it is anticipated that the peach harvest will also reach its end by the following week. The supply of plums is starting to diminish; however, shipments are expected to persist for a minimum of the next few weeks. The domestic kiwi is currently in season, with volumes expected to rise steadily in the coming weeks, while market conditions remain stable at elevated price levels. At this time, the autumn fruit harvest is in progress, showcasing the production of Asian pears, persimmons, pomegranates, and quince.



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Vegetables

Asparagus

Mexico is currently experiencing constrained asparagus supplies, attributed to robust demand and adverse weather conditions. Southern Baja has seen a decline of 50%, while Northern Baja is approaching the conclusion of its season. Sonora continues to exhibit a moderate state; however, an enhancement is anticipated by Thanksgiving as the demand begins to subside. Peru is experiencing a resurgence, as agricultural production in the northern regions intensifies. The anticipated arrival of 97 containers in Miami—more than double the amount from the previous week—suggests a significant shift in the market dynamics as the holiday season approaches.



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Bell Peppers

The overall supply and quality continue to exhibit robustness across all regions. Coachella is anticipated to commence in a timeframe of 2 to 3 weeks, whereas Nogales may experience some crossings by the middle of November. The California season is anticipated to extend into late November or early December, contingent upon weather conditions. Georgia presently provides an opportunity for promotable volume.



Avocados

The peak sizes currently 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 nearing its conclusion, as no additional vessels are expected to arrive, and the remaining fruit is predominantly of the jumbo variety.



Broccoli

This week, the availability of broccoli is notably constrained. There is an observable occurrence of pin rot attributed to moisture on the crowns. While this situation is largely manageable, it is nonetheless affecting yields. The impact of insect pressure continues to be a significant issue of concern. Anticipate a fortification of the market as we approach the upcoming week.



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Brussel Sprouts

Supplies of Brussels sprouts are currently constrained due to ongoing challenges in the Salinas Valley and Oxnard regions, which are experiencing insect pressures, decay problems, and smaller sizes of the produce.



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Cabbage

Current supplies are limited, exhibiting a moderate level of quality sourced from Central California. Insect pressure and soil disease are manifesting as a consequence of atypical weather patterns. Anticipate constrained availability and elevated costs in the forthcoming weeks.



slight extent. In summary, it is anticipated that supplies will maintain a moderate level over the course of the week.

Cucumber

Mexico exhibits robust and consistent production characterized by exceptional quality; however, certain older West Coast fruit is displaying signs of shriveling at the ends. The East Coast is experiencing a decline in North Carolina, while Georgia is currently at its peak; however, a slowdown is anticipated due to cooler temperatures and increased demand. The forecast indicates that supply at the beginning of the week is robust; however, it is expected to diminish as the seasons in the Midwest and Northeast come to a close.



Carrots

The harvesting process is currently in progress within the Cuyama/Lancaster region and is projected to persist until the end of November. The sizing is expected to remain consistent, with no anticipated issues arising. Kindly ensure that snack pack orders are submitted a minimum of 48 hours prior to the desired delivery time.



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 led to diminished yields. Anticipate that the market will remain at a heightened level as we progress into the upcoming week.



Eggplant

Robust production observed in the Eastern region and Georgia; consistent supply maintained in the Western region. The yields in California are robust, exhibiting commendable quality. The current volume of crossings in Mexico is relatively low, with an anticipated increase in seasonal activity projected for mid-November.



Celery

The market exhibits a consistent stability in both northern and southern regions. Availability remains particularly constrained for larger sizes; however, all orders are being processed and fulfilled accordingly. A minimal presence of seeders continues to be reported, albeit to a



Garlic

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



Green Onions

The availability of green onions is



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currently constrained as a result of weather-induced quality challenges and diminished yields in the Baja region. Anticipate that the market will continue to maintain a high level as we move into the upcoming week.

Green Beans

The dynamics of supply and demand remain stable. The market demonstrates a stable presence in terms of availability and pricing, exhibiting minimal complications.



Kale

The supply and quality of kale continue to demonstrate robustness, with expectations for consistency as we approach the upcoming week.



Lettuce—Iceberg

It is anticipated that light supplies will persist for a minimum duration of two weeks, as INSV is adversely affecting yields among all growers. The pricing of value-added products has experienced a significant increase and is expected to stay at elevated levels throughout this week and the following one. Numerous shippers have indicated the occurrence of reduced weights, puffiness, leaf discoloration, internal burn, brown butt, and irregularly shaped heads upon delivery.

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Lettuce—Leaf

Romaine, in conjunction with green and red leaf varieties, has experienced significant constraints in the

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marketplace. The pricing structure has been elevated for all value-added items—romaine is currently classified under second-tier escalation, whereas green and red leaf fall under first-tier escalation. Romaine hearts are currently being supplied by a majority of suppliers. Anticipate reduced weights, accompanied by tip and fringe burn on the majority of leaf items.

Lettuce—Tender Leaf

The availability of most tender leaf items is robust, accompanied by a generally high standard of quality. It is anticipated that the supply levels will maintain stability as we progress into the upcoming week.



Mini Sweet Peppers

This week, there is a moderate supply of mini sweet peppers available, sourced from diverse regions including Central Mexico, California, Baja, and Washington state. Given the steady overall availability, a decline in market demand has led to increased inventory levels, requiring careful management of freshness to maintain quality standards. Baja and Washington are producing fruit of exceptional quality, distinguished by consistent dimensions and an appealing overall aesthetic.



Onions

At present, onions are being shipped from Washington and Idaho, following the conclusion of the growing seasons in California and New Mexico. The demand continues to exhibit robust strength



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throughout the United States. The occurrence of rain in Idaho has the potential to influence harvest schedules, necessitating careful monitoring of the situation. The trucking industry and weather conditions are poised to exert a significant impact on the market as we approach the end of the year.

Chili Peppers

The production of chili peppers persists in various regions, although the northern growing areas are nearing the conclusion of their respective seasons. New Jersey, Michigan, and North Carolina currently has restricted availability, but it is anticipated that this will conclude shortly. In the Southeastern region, the state of Georgia has initiated the light harvesting of jalapeños and poblanos, with expectations for full chili pepper production to commence within the forthcoming one to two weeks. In the western regions, California, Baja, and Central Mexico continue to engage in production activities. There are moderate to good volumes of poblanos and tomatillos available, whereas the supply of other chili varieties is comparatively lighter. The quality of tomatillos has seen notable enhancement after a difficult phase, as agricultural operations shift to new plots featuring more vigorous plants.



Potatoes

The Idaho potato market has reached a state of stability with the introduction of the new crop Norkotahs, while the Burbanks are just beginning to emerge. The majority of the #1s are currently being packed, while the #2s continue to remain tight. The recent crop



from WA is exhibiting commendable quality, albeit with a tendency towards smaller sizing. Colorful varieties of potatoes are currently accessible. The trucking industry continues to be a significant element in the market landscape. The new crop of North Carolina sweet potatoes is beginning to emerge in limited quantities, although there are some challenges related to curing. Additionally, vine cutting is currently in progress to facilitate the setting of the skin.

Squash-Yellow & Zucchini

The supply from the Eastern region is currently diminished as activities in Michigan and the Northeast come to a close. Georgia has commenced, with North Florida set to follow shortly. The anticipated volume for Mexico is projected to gain strength by the end of October.



Tomato on the Vine

The supply of Roma and round varieties remains consistent in the Eastern region, characterized by robust quality sourced from Alabama, Tennessee, and Canada. Lower temperatures could potentially lead to a decrease in volume. The commencement of activities in North Florida and Ruskin/Palmetto is imminent. In the western region, California and Mexico continue to demonstrate a steady presence. The grape activity is currently robust, while Virginia is gradually concluding its processes as Ruskin/Palmetto begins to intensify its operations. The TOV is currently minimal in Canada; however, there are signs of enhancement in Mexico.



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Flowers—Every Day Program

- Fixed pricing programs
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Christmas



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