

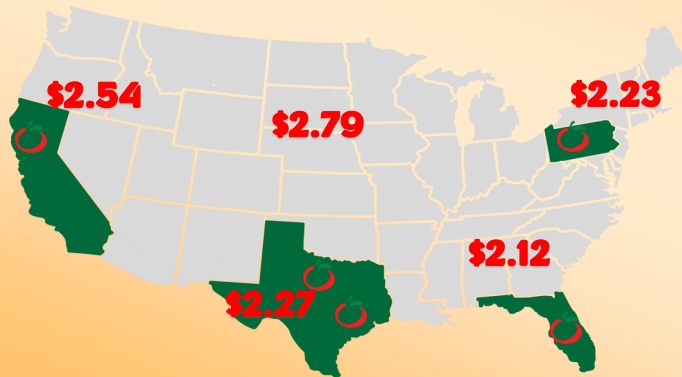
Fresh News



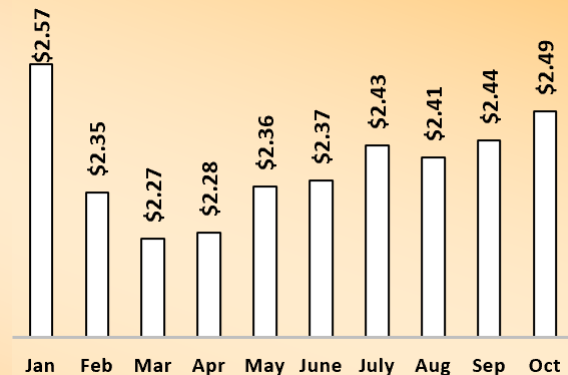
Market Alert

Berries	Asparagus	Green Onions
Cantaloupe	Broccoli	Squash Yellow
Lemons	Cauliflower	Squash Zucchini
Limes	Celery	
Oranges	Brussel Sprouts	

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

SALINAS WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
64°F clear sky		68°F 52°F	84°F 52°F	77°F 57°F	68°F 52°F	72°F 52°F	70°F 55°F	66°F 50°F
WATSONVILLE WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
64°F clear sky		68°F 52°F	79°F 50°F	73°F 55°F	64°F 54°F	70°F 52°F	68°F 54°F	68°F 50°F
RUSKIN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
73°F broken clouds		86°F 64°F	88°F 70°F	84°F 73°F	82°F 73°F	84°F 72°F	82°F 68°F	84°F 72°F
CULIACÁN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
90°F few clouds		95°F 70°F	97°F 73°F	99°F 73°F	97°F 75°F	97°F 73°F	97°F 73°F	97°F 72°F

Tomatoes



Domestic

This week, round tomato volumes in the East are quite low, as most northern initiatives have either concluded or are approaching completion. Producers in Tennessee and Virginia will conclude their agricultural activities within the next 7 to 10 days, signifying the shift of principal output to Florida for the winter season. The Quincy, FL region has commenced harvesting, providing modest volumes to facilitate the transition to the Ruskin and Palmetto crops, anticipated to begin in the final week of October. The agricultural forecast in Florida is optimistic, characterized by conducive weather conditions and robust vegetation. Current supplies exhibit predominantly high quality; however, recent precipitation has marginally affected packouts. In the West, California's season has effectively concluded, with producers finalizing the last harvest earlier this week. Some remaining fields from other cultivators may experience harvesting activities; however, recent precipitation may adversely affect quality, leading to potential abandonment of the fields. Roma tomatoes As local and regional programs conclude, roma tomato supplies continue to be constrained throughout the East as we anticipate the commencement of Florida production. Tennessee has served as the principal supply source during the summer; however, levels are anticipated to diminish over the next fortnight as the season concludes. A limited number of romas may emerge from the Quincy area in the coming weeks. The forthcoming significant transition will occur in the Palmetto/Ruskin growing region, where Growers' crops are slated for harvest at the end of October. Initial amounts will be minimal but are anticipated to reach seasonal levels by mid-November. In the West, resources are equally constrained. California's season is concluding, with recent precipitation likely terminating any outstanding harvests. Grape tomatoes, while some production programs persist in various places, have seen Florida emerge as the primary producing area in the Eastern United States. Crop cultivation in the Ruskin/Palmetto region is progressing, with quantities steadily rising. Although supplies have not attained full seasonal levels, they are anticipated to increase gradually over the following 7–10 days as further plantings become operational. Initial harvests saw negligible weather effects; nonetheless, the general quality post-grading has been robust, and we expect sustained consistency in the future. As other regional programs conclude, Florida's increasing supply will facilitate consistent availability in the forthcoming weeks.



Mexico

In Baja and Central Mexico, the supply of round tomatoes has diminished this week due to cooler and wetter weather conditions. Both regions are anticipated to experience enhanced supply within the next 10–14 days as weather conditions stabilize and new crops commence production. The quality is consistently high, and a comprehensive array of sizing options is offered. Roma tomatoes from both Baja and Central Mexico are accessible, but the amounts are limited due to chilly and damp circumstances in both regions. A more reliable supply is expected as new crops become operational in November and December. The quality has been inconsistent, differing by producer and locale. Grape tomatoes in the western regions, Baja, and Central Mexico are the principal sources of grape tomatoes. Production in both regions has been marginally impeded by cooler, wetter weather, leading to reduced levels this week. Conditions are anticipated to enhance shortly, facilitating improved supply as we approach November. These regions will sustain the Western grape tomato market until the commencement of Sinaloa's season in December.



A Fresh Take on Value-Added Distribution

Fruits

Apples

October may pose difficulties in obtaining apples of the desired size for food service purposes. The favorable weather conditions experienced in September facilitated ongoing growth, resulting in substantial size increases for varieties such as Gala and Granny Smith. Although subsequent harvests may exhibit some degree of variability, the present forecasts indicate that the quantities of 125s and 138s are anticipated to be lower than what is generally expected from a crop of this magnitude.



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 exhibit this trend. The availability remains steady; however, it warrants ongoing observation.



Berries—Blackberries

Alert

This item is experiencing a notable upward trend due to heightened demand driven by weather conditions. Additionally, it is being utilized as a substitute to address the extensive shortages affecting row crops and berries.



Berries—Blueberries

Alert

Markets continue to demonstrate resilience in light of the lower-than-



anticipated arrivals of containers from Peru. Central Mexico is progressively increasing its output, while initial shipments of Argentinean air freight berries are starting to arrive in Florida.

Berries—Raspberries

Alert

In a manner akin to the blackberry market, this particular item is experiencing an increase in demand driven by weather-related factors. It is additionally utilized as a supplementary component to mitigate deficiencies across various commodities, encompassing row crops and berries.



Berries—Strawberries

Alert

The current market conditions reflect a scenario where demand surpasses supply, particularly due to the recent rainfall in California, which has impeded harvest activities. Growers are consequently compelled to strip fields and postpone picking operations. Santa Maria has surpassed its peak levels, and although Oxnard is anticipated to show gradual improvement, additional rainfall is predicted for Sunday and Monday. A notable production gap is anticipated until Central Mexico increases output in approximately two weeks, while Baja remains 4 to 6 weeks away from full production. The availability of fill rates is expected to remain constrained, and the supply of open market fruit will be significantly restricted in the upcoming 3 to 4 weeks.



A Fresh Take on Value-Added Distribution

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 demonstrate robust performance across various sizes; however, a degree of relief may be anticipated as District 1 (San Joaquin) initiates light harvests in the upcoming week. The process of fruit ripening is gradual and necessitates the application of gassing, akin to the behavior observed in navel oranges. The volume is expected to rise as the cooler nights approach. District 3 (CA Desert/AZ) continues to be the primary area of focus, although it is experiencing a gradual decline. Sizes 140ct and below continue to exhibit significant scarcity. Mexico is additionally engaged in shipping activities, with loading options accessible in South Texas.

Alert



Citrus - Limes

Tropical Storm Priscilla is contributing to interruptions and postponements in the harvest process. The availability of supplies is becoming increasingly constrained, accompanied by anticipated price escalations and loading delays. Increased sizes will prevail, whereas smaller fruit will become increasingly rare.

Alert



Citrus - Oranges

Valencias are approaching completion, with extremely restricted availability in the open market. Navel shipments are anticipated to commence modestly next week, with an increase in volume projected for the week of the 27th. The recent rainfall has resulted in a postponement of the harvest, which may now occur as late as Thursday, in order to facilitate the drying of the groves. Colder evenings, with temperatures in the mid-40s, are contributing positively to the development of natural color. Navels will commence with sizing options of 72ct, 88ct, and 113ct, with an anticipated increase as the season advances. Domestic mandarins are anticipated to commence in the forthcoming weeks.

Alert



Grapes

Grapes have encountered challenges in securing a market presence over the past three months; however, there are indications that this trend may be changing, particularly concerning green grapes. Supplies have been becoming increasingly constrained, and with precipitation anticipated in the Central Valley this week, it is expected that numerous shippers will conclude their harvesting activities shortly. Producers are harvesting diligently to outpace the impending weather conditions, while a significant quantity of grapes continues to be stored. Red grapes remain abundant, thus any anticipated price increases are likely to be minimal in comparison to green varieties.



A Fresh Take on Value-Added Distribution

Melons - Cantaloupe

Alert

The Westside deal is nearing completion as production transitions to Brawley/Yuma; however, significant rainfall has impeded this shift. The constraints on supply, coupled with an increasing demand, are exerting upward pressure on the market. The fields persist in yielding predominantly 9s, with expectations that sizing will continue to pose a challenge until the conclusion of the domestic season.



Melons - Honeydew

The Westside deal is concluding as production transitions to Brawley/Yuma; however, recent substantial rainfall has postponed this shift. The current market dynamics are characterized by constrained supplies coupled with robust demand, resulting in an upward trajectory until the offshore product becomes more prevalent. In Nogales, one can find an array of Mexican honeydews, predominantly cultivated in sizes 4, 5, and 6.



Melons - Watermelon

Domestic watermelons can be found on both coasts; however, there is an upward trend in prices due to a decrease in supply. The supply of Mexican watermelons via Texas and Nogales has been constrained due to production challenges stemming from rainfall experienced last month.



Pears

The production of Anjou pears is cur-



rently thriving. Regular storage Bartletts are now exhibiting a lighter coloration and are demonstrating a reduced shelf life in comparison to several weeks prior. Bosc and Red pears continue to be readily available in ample quantities.

Pineapple

Thunderstorms continue to affect agricultural areas in Costa Rica and are expected to persist until the end of October 2025, extending into early November 2025. There are currently very limited supplies of pineapples, and this situation may persist throughout the remainder of the year. Crownless pineapples remain in high demand. Anticipate substitutions, cancellations, and modifications in orders. Mexican pineapples are offered on a restricted basis. The overall quality and flavor are commendable.



Stone Fruit

October signifies the conclusion of the stone fruit season. The season for peaches and nectarines has concluded, whereas plums are still being shipped in modest quantities and are expected to conclude by the end of the month. It is anticipated that imported peaches and nectarines will make their arrival on both coasts approximately in the middle of December. The availability of pomegranates, persimmons, and Asian pears is expected to remain robust throughout the months of October and November. The domestic kiwi market exhibits stability, albeit at elevated price levels.



A Fresh Take on Value-Added Distribution

Vegetables

Asparagus

The occurrence of tropical storms in Mexico has resulted in a significant reduction of asparagus production, now estimated at approximately 50%. This decline has led to an escalation in prices and a heightened demand for asparagus sourced from Peru. Peru is transitioning from its southern to northern regions, with substantial volumes anticipated by early December—coinciding perfectly to counterbalance Mexico's unpredictable forecast. The influx of arrivals in Miami is returning to normal as we approach the Thanksgiving holiday.



Alert

hough the Coachella season is approaching rapidly. Central Mexico is currently in the lead, with Sonora/Obregón expected to intensify its efforts in late November. There is a favorable availability of colored peppers sourced from California, Mexico, and Canada.

Broccoli

This week, the availability of broccoli is notably constrained. There is evidence of pin-rot occurring as a result of moisture on the crowns. While this issue is largely manageable, it continues to have an effect on yields. Addressing insect pressure continues to be of utmost importance. Anticipate an upward trajectory for the market as we approach the upcoming week.



Alert

Avocados

The current market conditions are characterized by a notable softness, attributed to a decline in demand coupled with a significant quantity of fruit still present on the trees. The harvesting and shipping of both Flora Loca and Aventajada crops are currently underway, exhibiting comparable levels of dry matter and oil content, which fall within the mid to high 20s range.



Brussel Sprouts

The availability of Brussels sprouts continues to be significantly constrained, as producers in the Salinas Valley and Oxnard areas encounter persistent difficulties stemming from insect infestations, instances of decay, and reduced sizing.



Alert

Bell Peppers

The supply from the East is currently at a moderate level as local transactions conclude; meanwhile, the West is experiencing a lighter supply, potentially impacted by rain delays, alt-



Cabbage

Current supplies are limited, exhibiting a moderate level of quality sourced from Central California. Insect pres-



A Fresh Take on Value-Added Distribution

sure and soil disease are manifesting as a consequence of atypical weather patterns. Anticipate constrained availability and elevated costs in the forthcoming weeks.

Carrots



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

Cauliflower

Alert



The availability of cauliflower is currently constrained due to ongoing quality challenges and heightened insect pressures, notably from diamondback moths and aphids, which are adversely affecting yields. Anticipate that the market will remain at a heightened level as we approach the upcoming week.

Celery

Alert



There is a consistent availability of this commodity across various sizes, with larger sizes anticipated to maintain the most favorable supply conditions for the upcoming weeks. Supplies continue to be robust in both the northern and southern regions. The presence of minimal seeders remains a consistent observation, and it is anticipated that pricing will maintain a competitive stance over the course of the week.

Cucumber



The supply from the Eastern region is currently at a moderate level as operations in North Carolina come to a close. In late October, South Florida will initiate efforts to facilitate the transition. The supply from Western regions continues to be consistent, originating from Baja, Central Mexico, and Sonora, accompanied by enhancements in quality.

Eggplant



The supply in the eastern region is characterized as moderate, with Georgia taking the lead in this context. The supply situation in California may experience constraints as a result of rainfall. It is anticipated that Mexico will initiate crossings through Nogales by the conclusion of the month.

Garlic



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

Green Onions

Alert



The availability of green onions continues to be constrained as a result of quality challenges associated with weather conditions and diminished yields in the Baja region. Anticipate that the market will maintain a high level as we approach the upcoming week.

A Fresh Take on Value-Added Distribution

Green Beans

The production process demonstrates robust performance, characterized by high-quality output. The availability of French beans has been constrained as a result of complications in the harvest linked to rainfall and subsequent delays in container shipments. New York exhibits a consistent supply alongside moderate demand; however, fluctuations in weather patterns are impacting certain harvests.



strained and are expected to remain limited for the duration of the week. Romaine hearts are expected to experience limited availability for a duration of at least two weeks. Pricing has been elevated for all value-added items, with romaine experiencing a second-tier increase, while green and red leaf are subject to a first-tier escalation. Anticipate reduced weights accompanied by tip and fringe burn on the majority of leaf items. Huron has initiated preliminary production on leaf items, with anticipated volume growth projected for the upcoming week.

Kale

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



Lettuce—Tender Leaf

The majority of tender leaf products continue to be readily available, exhibiting overall robust quality. It is anticipated that the supply levels will remain consistent as we approach the upcoming week.



Lettuce—Iceberg

The current demand is consistently exceeding the available supplies and is anticipated to persist in this trend for a minimum of the upcoming weeks. The pricing of value-added products continues to be high, particularly within the second tier. INSV serves as the predominant factor contributing to product shortages in the Salinas Valley, resulting in lighter weights, misshapen heads, and puffiness as reported by all suppliers. Production commenced in Huron this week and is anticipated to enhance over the forthcoming three to four weeks.

Alert



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 volumes 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



Lettuce—Leaf

Current supplies of romaine, green leaf, and red leaf are notably con-

Alert



A Fresh Take on Value-Added Distribution

production cycle.

Onions

Onions are currently shipping from Washington and Idaho, with California and New Mexico seasons finished. Demand remains strong domestically. Rain in Idaho may impact harvest schedules, and trucking and weather will influence the market through year-end.



Chili Peppers

Inventory levels are currently low as the majority of areas conclude their operations. Georgia commences in mid-October, while South Florida is anticipated to follow by mid-November. The supply situation in the Western region is characterized by moderate levels, with Baja and California maintaining operations through October, while Central Mexico exhibits a steady supply flow. The number of crossings at Nogales is on the rise. The quality of tomatillos continues to face challenges; however, there are signs of improvement.



Potatoes

The market for Idaho's 40-70 size is exhibiting stability with the introduction of new crop arrivals. The Burbanks are gaining prominence, while the Norkoths maintain a dominant position. The majority of harvests are completed by October 27, 2025. Washington provides a selection of high-quality small potatoes along with a range of color varieties. The trucking industry significantly influences market dynamics. New sweet potatoes have begun to emerge in North Carolina;



however, they are experiencing challenges related to curing.

Squash-Yellow & Zucchini

Alert

The elevated levels in Western markets can be attributed to limited supply and climatic conditions in the Baja/Nogales region. The fall crop in North Carolina is relatively modest, while the Northeast is approaching the conclusion of its harvest season. The production in Georgia has experienced a decline due to the presence of clouds and whitefly, resulting in stable prices.



Tomato on the Vine

While Canadian and other domestic TOV programs conclude for the season, Mexico maintains a consistent supply. The production levels have demonstrated stability, and the quality of the fruit is notably high, characterized by excellent coloration, firmness, and overall aesthetic appeal. Producers are indicating consistent yields and reliable availability, facilitating seamless transitions for clients as northern programs conclude.



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
Tel. 813-671-8200

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