

Fresh News



Market Alert

Asparagus

Brussel Sprouts

Cantaloupe

Cauliflower

Carrots

Grapes

Green Onions

Lettuce Iceberg

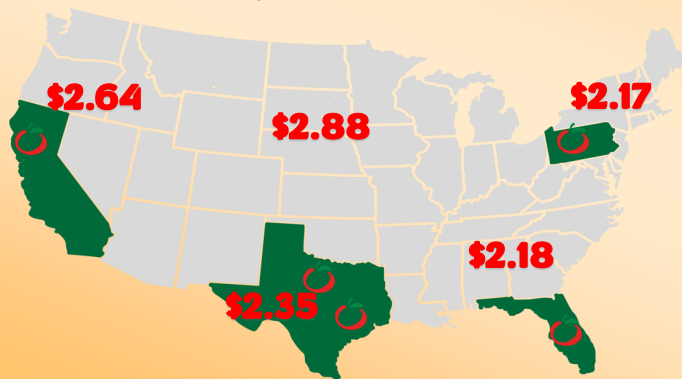
Lettuce Leaf

Pineapple

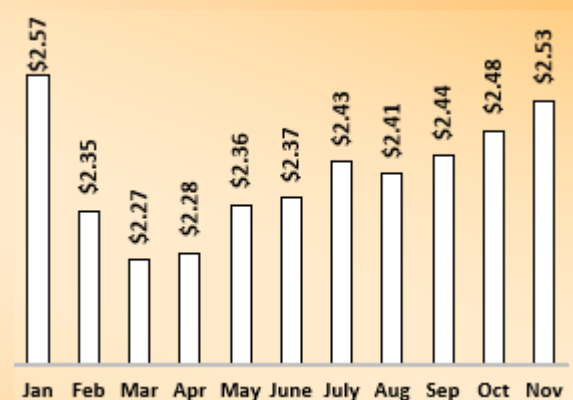
Squash

Strawberries

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

YUMA WEATHER	72°F clear sky	Sunday 73°F 55°F	Monday 73°F 59°F	Tuesday 72°F 54°F	Wednesday 70°F 54°F	Thursday 68°F 54°F	Friday 68°F 52°F	Saturday 70°F 54°F
RUSKIN WEATHER	72°F clear sky	Sunday 73°F 55°F	Monday 73°F 59°F	Tuesday 72°F 54°F	Wednesday 70°F 54°F	Thursday 68°F 54°F	Friday 68°F 52°F	Saturday 70°F 54°F
CULIACÁN WEATHER	84°F overcast clouds	Sunday 86°F 66°F	Monday 86°F 68°F	Tuesday 88°F 66°F	Wednesday 90°F 64°F	Thursday 75°F 64°F	Friday 79°F 63°F	Saturday 84°F 59°F
YAKIMA WEATHER	37°F clear sky	Sunday 37°F 28°F	Monday 41°F 32°F	Tuesday 46°F 34°F	Wednesday 41°F 34°F	Thursday 43°F 34°F	Friday 55°F 37°F	Saturday 46°F 37°F
MCALLEN WEATHER	61°F overcast clouds	Sunday 73°F 55°F	Monday 66°F 54°F	Tuesday 68°F 55°F	Wednesday 84°F 66°F	Thursday 84°F 63°F	Friday 63°F 59°F	Saturday 81°F 63°F

Tomatoes

Domestic

The volume of roma tomatoes in Florida are experiencing a resurgence following a period of limited supply. Production continues in the Palmetto/Ruskin area, with LaBelle/Immokalee/Naples expected to commence in the second week of December. The selection of crown picks demonstrates superior size and quality, whereas the second picks are predominantly in the L–XL range, accompanied by some minor quality concerns. As other growers transition to southern regions, it is anticipated that supplies will remain stable leading into the Christmas holiday period. The production of round tomatoes in Florida remains consistent, particularly in the Palmetto/Ruskin region. There are a few more smaller tomatoes on both rounds and Romas showing up now as growers get into 2nd and 3rd picking fruit. The production of grape tomatoes in Florida is progressing consistently, with substantial volumes being reported. Growers are primarily engaged in harvesting activities in Labelle, and operations have also commenced in Naples. The quality is commendable and is expected to persist, contingent upon weather conditions.



Mexico

In the West, volume is centered in Baja and Central Mexico; Baja is split between an early-starting area and another in seasonal decline, while Central Mexico should remain consistent until Culiacán is officially in season. A few early crossings from Culiacán have begun, with broader harvests expected mid-December; quality there looks strong so far, while Baja and Central Mexico remain more variable. Overall outlook: steady to improving availability as Florida strengthens and Culiacán comes online. Round tomatoes in the West, this week's volume is coming primarily from Baja, Sayula, and Central Mexico. Central Mexico is entering seasonal decline, and Baja should hold near current levels until mid-December before tapering off.. West Mexico is slated to start in the second to third week of December and will become the primary supply region for the next few months. Quality has been good across all current production areas, and overall availability should remain reliable through the transition. Grape tomatoes in the West, supplies are light to moderate from Central Mexico, Sonora, and Baja while the industry awaits Culiacan's main start. A few early crossings from Sinaloa have begun, but the bulk of volume is expected in about two weeks as most Culiacan growers come online. Quality has been good across current production areas, and overall availability should trend steady to improving as Western volumes build.



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Fruits

Apples



There have been no alterations observed in the apple market. The ongoing trend in packouts indicates a preference for larger sizes, resulting in a constrained availability of smaller apples. Sizes 125s and 138s continue to be available, albeit with limited inventories, whereas sizes 113s and 100s are more easily accessible.

Bananas



The supply continues to be stable from important sources such as Ecuador, with shipping volumes remaining consistent as is customary for this period of the year. The pricing landscape continues to exhibit stability, influenced by robust demand dynamics and the underlying cost frameworks associated with origin. In the forthcoming 2–6 weeks, it is anticipated that market conditions will remain stable, with quality consistently aligning with expectations. Nonetheless, unforeseen weather conditions or transportation challenges may exert a modest upward influence, although the general availability continues to be robust.

Berries—Blackberries



There have been no noteworthy alterations since the previous week. The availability of fruit continues to be robust from both Baja and CMEX, characterized by stable market conditions and consist-

ently high quality.

Berries—Blueberries



The supply of Peruvian goods is diminishing, although several containers remain in transit. Central Mexico is increasing its production and facilitating shipments via McAllen, Texas. The quality from both regions has consistently demonstrated excellence, and we anticipate this trend will persist into December. The markets have exhibited a decline in strength.

Berries—Raspberries



There have been no significant developments since the previous week. The availability of fruit continues to be robust from Baja and CMEX, characterized by stable market conditions and consistently high quality.

Berries—Strawberries

Alert



Strawberries are currently experiencing limited availability across all districts. California is in the process of recovering from recent weather events, whereas Central Mexico is striving to increase its production but is encountering significant challenges due to cold temperatures and transportation delays resulting from road blockages. Florida has commenced production, and it is anticipated that volumes will rise in the forthcoming

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ing weeks. The commencement of Baja is anticipated to occur within the next week or two, contingent upon weather conditions. The overall demand is anticipated to diminish in light of the forthcoming holiday period.

Citrus - Grapefruit

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



Citrus - Lemons

Market relief is commencing as District 1 (San Joaquin) initiates light harvesting activities. The existing quantities are constrained since the fruit requires several days to develop its coloration, akin to navels. The anticipated cooler nights in the forthcoming weeks are expected to enhance production levels. District 3 (CA Desert/AZ) continues to be the primary area of growth; however, a decrease in volumes is anticipated in the upcoming weeks. Sizes 140ct and smaller remain in a state of significant scarcity. Mexico is currently engaged in various activities; therefore, for shipments to South Texas, please reach out to us as necessary.



Citrus - Limes

The lime market is experiencing a contraction in volumes, and robust market activity is anticipated to persist through early 2026, driven by seasonal holiday demand. Currently, larger sizes are



experiencing a peak, whereas smaller sizes are anticipated to reach their peak by mid-December in conjunction with the new crop. Certain lots may exhibit intermittent stylistic variations. Anticipated price increases for the holiday season suggest that it is prudent to secure holiday necessities in advance.

Citrus - Oranges

Navels are currently the predominant variety in full production. The markets are experiencing a period of stabilization subsequent to the significant rainfall observed in the Central Valley. The trend in peak sizing is moving towards 72ct, while smaller sizes are becoming increasingly constrained as we approach December and January. The present duration for gas times is approximately 2 days, with brix levels estimated to be around 12. The decrease in temperatures during the night is contributing to a reduction in gassing durations.



Grapes

The grape market is anticipated to exhibit a robust performance throughout the month. Domestic green grapes are experiencing a more rapid tightening compared to red varieties, with certain growers having completed their season. The greens stored are anticipated to remain viable until the conclusion of November, whereas the reds are projected to be available until approximately mid-December. Initial shipments from Peru have commenced their arrival on the East Coast, with increasing volumes observed on both

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coasts by late November extending into early December.

Melons - Cantaloupe

Alert

The agreement regarding the Westside has reached its conclusion. The current pricing of cantaloupe has seen an increase attributed to delays in vessel arrivals and diminished yields being brought into the U.S. market. Mexican melons are currently accessible; however, delays at the border are constraining the influx of new supplies. Offshore melons are set to enter the market this week, predominantly in size 9, with expectations that sizing will continue to pose challenges throughout the remainder of the month.



Melons - Honeydew

The agreement concerning the Westside has been finalized. The pricing of honeydew remains stable, bolstered by ample supplies of fruit from Mexico. Although Mexican melons are currently accessible, delays at the border are hindering the influx of new shipments. Offshore melons continue to exhibit a constrained supply and are predominantly allocated for contractual agreements.



Melons - Watermelon

The domestic supply of watermelons has concluded. The prices have shown stability, as Mexican watermelons sourced from Nogales continue to serve the Midwest and East Coast markets. The availability is constrained, originating from Mexico



through Texas and Nogales, due to the production impacts caused by last month's rainfall. Offshore watermelons can be found, albeit in restricted quantities.

Pears

The pear market remains stable, characterized by robust production levels of Anjou, Bartlett, Bosc, and Red pears. Food-service sizes are accessible in a wide range of varieties.



Pineapple

Alert

Thunderstorms are currently impacting the agricultural regions of Costa Rica and are projected to persist until the conclusion of October, extending 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 elevated. Anticipate potential substitutions, cancellations, and modifications to orders. Commencing this week, there will be an increase in prices attributed to the upcoming holiday, and delays at the ports may have repercussions on loading schedules.



Stone Fruit

The availability of pomegranates, persimmons, and Asian pears is expected to be robust throughout the months of November and December. The domestic kiwi market is anticipated to maintain stability at elevated price points.



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Vegetables

Asparagus

Supplies of Mexican asparagus are currently stable, though there is a slight decline as the demand associated with the holiday season contributes to an increase in prices. Southern Baja is at the forefront of production, while Sonora is gradually decreasing its output and Central Mexico is beginning to ramp up its activities. A greater number of regions will extend their operating hours into late December. Peru is enhancing its export volumes characterized by robust Northern quality, although the availability of larger sizes remains constrained. This week's arrival is expected to be somewhat less substantial compared to that of the previous week.



Alert

es, as the desert deal approaches its conclusion shortly. Georgia: The season has effectively reached its conclusion. This week, Florida is experiencing a gradual pace, yet there are signs of improvement, and a new area, Loxahatchee, is commencing its activities. In Mexico, there is a notable upward trend in volume as it continues to rise through the points of McAllen and Nogales. Market conditions are anticipated to stabilize or experience a slight decline following the holiday period, as an increase in supply is projected for the first week of January, particularly concerning colored bell peppers.

Avocados

The markets are currently experiencing a period of softness, characterized by an abundance of fruit remaining on the trees alongside a decrease in demand. The primary crop currently undergoing harvesting and shipment is Aventajada. The dry matter and oil content exhibit similarities between the two crops, typically ranging from the mid to high 20s.



Bell Peppers

California: The current market is characterized by low volume and reduced siz-



Broccoli

The availability of broccoli is currently constrained as the Salinas season comes to a close, compounded by the effects of recent rainfall on harvest yields. Anticipate a modest relaxation in market conditions as we approach the upcoming week.



Brussel Sprouts

The availability of Brussels sprouts continues to be significantly constrained. The Salinas Valley and Oxnard regions are currently facing challenges related to insect pressure, instances of decay, and the production of smaller-sized produce.



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Cabbage

The availability of supplies has shown significant improvement, resulting in a steady supply chain. The markets and quality are expected to improve as the transition to Yuma is finalized.



Cucumber

Mexico: The supply this week remains robust, accompanied by stable market conditions. In Florida, the majority of growers have commenced their activities. This week, there is a noticeable decrease in volume; however, production levels continue to be stable, ensuring a sufficient supply moving forward. The stability of markets is anticipated to persist.



Carrots

The commencement of the harvest season has been observed in the Bakersfield region. The availability of jumbo sizes continues to be constrained due to reduced sizing, as shippers were compelled to commence operations earlier than anticipated owing to weather conditions. To ensure timely preparation, it is essential that snack pack orders are submitted a minimum of 48 hours prior to the desired pickup or delivery time.



Eggplant

The tasks in Georgia have been completed, and the work in Florida (Immokalee) has also reached its conclusion. The volume is increasing in South and Central Florida, as well as in Mexico, specifically Nogales. Market projections indicate a modest increase; however, elevated freight costs could render Florida a more appealing option for the East Coast.



Cauliflower

This week, the availability of cauliflower is constrained as the Salinas season comes to a close. Anticipate a modest reduction in availability as we transition into the upcoming week.



Garlic

The California garlic crop is advancing with commendable quality, further enhanced by the continuous influx of supplies from Mexico.



Celery

The market remains stable, with anticipated moderate to light supplies from Southern California for the remainder of the week. Products that offer additional value are experiencing an increase in pricing. The overall quality is satisfactory, with only minor issues related to the seeder noted. All sizes are accessible; however, the total production will be limited.



Green Onions

The availability of green onions is becoming increasingly constrained as recent rainfall has adversely affected crop yields. Anticipate an upward trend in the market as we approach the upcoming week.



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Green Beans

The conclusion of Georgia's season was precipitated by adverse cold weather conditions. Florida has initiated preliminary harvests, with anticipated increases in volumes as Thanksgiving approaches; however, recent cold fronts may adversely affect yields. The supply from the West is constrained; Baja provides the highest quality, whereas Sonora and Central Mexico continue to experience tight conditions. The addition of supply from Sinaloa by late November is anticipated to contribute positively to market stabilization.



Kale

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



Lettuce—Iceberg

The demand persists in surpassing the supply as we approach the holiday season. Recent adverse weather conditions in Salinas, coupled with last week's precipitation in Yuma, have constrained availability, resulting in moderate to light production levels in Yuma. The current elevated pricing structure will persist for all value-added lettuce products for a minimum duration of this week. Common defects encompass discoloration, brown butts, and misshapen heads, with carton weights varying between 35 and 41 pounds.



Lettuce—Leaf

The demand for all leaf items remains consistent. Romaine and romaine hearts continue to be the most constrained, whereas green and red leaf as well as butter lettuces exhibit improved availability in comparison to previous weeks. Value-added leaf components are positioned on escalators. Reported quality issues encompass discoloration as well as tip or fringe burn. The majority of production is presently taking place in Yuma.



Lettuce—Tender Leaf

The availability of tender leaf supplies is currently constrained, primarily as a result of diminished yields caused by insect pressure and recent hail events. Anticipate restricted availability during the course of the week.



Alert

Mini Sweet Peppers

In light of the fact that the seasons in California and Washington are coming to a close, the market is beginning to shift its focus towards Mexico in order to acquire supply of small sweet peppers. At the moment, Baja has a limited supply of fruit, and the quantity of fruit is decreasing as the region advances past the peak of its seasonal production. At the moment, Western and Central Mexico are in the beginning stages of their programs, and it is anticipated that they will continue to produce a moderate amount of goods until December, when it is anticipated that the volumes will increase. Due to the fact that the older fields are nearing the end of their production cycle, there have been occasional reports of



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shriveling and rotting. The quality has ranged from fair to good.

Onions

Onions are sourced from Washington, Idaho, and Utah, reflecting a robust domestic demand. The precipitation occurring in Idaho has the potential to affect trucking operations. All products are currently in storage, and factors such as weather conditions and transportation logistics will significantly influence the market as we approach the end of the year. It is advisable to utilize reefers and rail transport, whereas the use of flatbeds is not recommended in light of the prevailing weather conditions.



Chili Peppers

The supply of Eastern produce is currently moderate as the season in Georgia approaches its conclusion, with production transitioning to Florida. In Florida, a wide range of varieties is accessible, and the quality remains robust. In the Western region, the volumes are currently low as a result of previous weather-related delays, while Central Mexico presents the most favorable combination of conditions. Current supply levels are constrained, particularly for Anaheim, serrano, and poblano varieties. However, an improvement is anticipated within the next 7 to 10 days as additional growers commence production. The overall quality is satisfactory; however, there are still some concerns regarding the tomatillos.



Potatoes

The harvest has been finalized, yielding ample supplies alongside a con-



sistent demand for the upcoming holiday season. Norkoths represent the primary variety, while Burbanks are gradually becoming available, and Washington potatoes are currently at their peak in mid sizes. The counts, both large and small, continue to exhibit a tight range. Delays may arise due to trucking and the operation of busy coolers. Newly cultivated sweet potatoes are commencing in North Carolina.

Squash-Yellow & Zucchini

Alert

In Mexico, the supply of zucchini continues to be robust, whereas the availability of yellow squash is constrained, resulting in a significant variation in pricing. In Florida, an increase in production is anticipated within the forthcoming 7 to 14 days. It is anticipated that markets will experience a decline following the Thanksgiving period, as there is a noticeable reduction in demand coupled with an enhancement in supply levels.



Tomato on the Vine

The markets are exhibiting a stable to marginally declining trend following the Thanksgiving holiday. Romaine: The situation in Florida is quite constrained; Mexico is experiencing a shortage; the quality ranges from fair to good. Grapes: The eastern varieties are abundant, while those from Mexico tend to be more delicate in flavor. Rounds: The East remains consistent; the West experiences light to moderate conditions.



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