

Fresh News



Market Alert

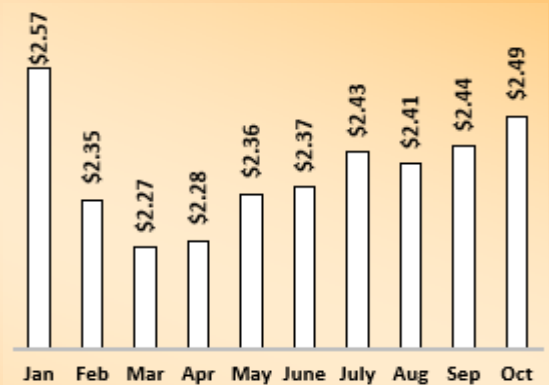
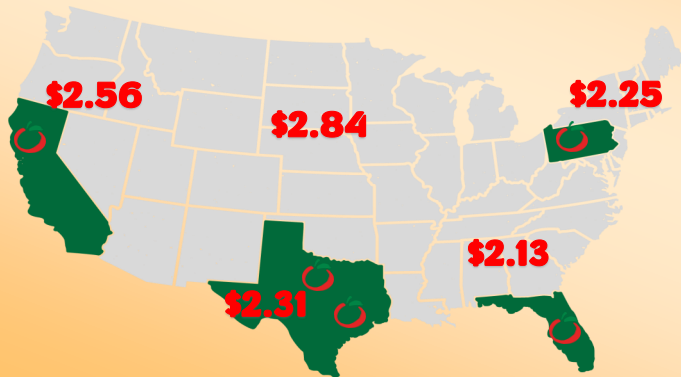
Berries
Cantaloupe
Lemons
Limes
Oranges

Asparagus
Broccoli
Cauliflower
Celery
Brussel Sprouts

Green Onions
Squash Yellow
Squash Zucchini

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

SALINAS WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
61°F clear sky		70°F 50°F	70°F 46°F	73°F 52°F	66°F 54°F	70°F 55°F	73°F 54°F	81°F 57°F
WATSONVILLE WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
59°F clear sky		70°F 50°F	66°F 46°F	68°F 52°F	61°F 54°F	68°F 54°F	70°F 52°F	77°F 55°F
RUSKIN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
70°F broken clouds		79°F 55°F	81°F 61°F	77°F 61°F	77°F 68°F	79°F 70°F	81°F 70°F	81°F 70°F
CULIACÁN WEATHER		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
82°F clear sky		100°F 70°F	99°F 68°F	99°F 68°F	99°F 68°F	97°F 68°F	95°F 68°F	95°F 68°F

Tomatoes

Domestic

The volumes of round tomatoes in the East are significantly low, as most northern ventures have already ended or are nearing completion. Producers in Tennessee and Virginia will finalize their agricultural operations in the following 7 to 10 days, indicating a transition of primary production to Florida for the winter season. The Quincy, FL area has initiated harvesting, yielding limited quantities to support the transition to the Ruskin and Palmetto crops, expected to commence in the last week of October. The agricultural outlook in Florida is favorable, marked by favorable weather conditions and vigorous plant growth. Current supplies demonstrate primarily high quality; however, recent precipitation has slightly impacted packouts. In the West, California's season is effectively over, with producers completing the final harvest earlier this week. Certain residual fields from previous cultivators may undergo harvesting; however, recent rainfall may negatively impact quality, resulting in possible abandonment of the fields. Roma tomatoes As local and regional programs complete, supply of Roma tomatoes remain limited across the East as we await the onset of Florida production. Tennessee has been the primary supply source over the summer; however, supplies are expected to decline over the following two weeks as the season ends. A restricted quantity of romas may arise from the Quincy region in the forthcoming weeks. A substantial transformation is imminent in the Palmetto/Ruskin growing region, where Growers' crops are scheduled for harvest at the end of October. Initial quantities will be negligible but are expected to attain seasonal levels by mid-November. In the West, resources are similarly limited. The season in California is ending, with recent rainfall likely completing any remaining harvests. Grape tomatoes, although production initiatives continue in other regions, have established Florida as the predominant producing area in the Eastern United States. Crop farming in the Ruskin/Palmetto region is advancing, with yields consistently increasing. While supplies have not reached complete seasonal levels, a modest rise is expected over the next 7–10 days as further plantings commence. Initial harvests had minimal weather impact; nonetheless, the overall quality after grading has been strong, and we anticipate continued consistency moving forward. With the conclusion of other regional programs, Florida's growing supply will ensure steady availability in the upcoming weeks.



Mexico

This week, the availability of round tomatoes in Baja and Central Mexico has decreased due to cooler and wetter weather conditions. Both regions are expected to have increased supply in the next 10–14 days as weather conditions settle and new crops begin producing. The quality remains continuously superior, and a wide range of sizing alternatives is provided. Roma tomatoes from Baja and Central Mexico are available, although quantities are restricted due to cold and wet conditions in both areas. A more dependable supply is anticipated as new crops commence operations in November and December. The quality has been variable, contingent upon the producer and location. The primary sources of grape tomatoes are the western regions, Baja, and Central Mexico. Production in both regions has been slightly hindered by cooler, wetter weather, resulting in diminished levels this week. Conditions are expected to improve soon, enabling better supplies as we near November. These regions will support the Western grape tomato market until the onset of Sinaloa's season in December.



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Fruits

Apples

The current inventories of food-service-size apples are characterized by moderate to light levels, while the market exhibits stability.



cerning this item from Mexico; however, loading delays persist as a result of road blockades instigated by ongoing labor strikes.

Bananas

Supply remains steady across key growing regions, with consistent quality and sizing. Demand is healthy, and pricing has stabilized after earlier cost pressures. The outlook is positive, with reliable availability and good condition expected in the weeks ahead.



Berries—Strawberries

Alert

The market continues to exhibit significant constraints, characterized by demand surpassing supply. The reduction in daylight hours and the onset of cooler temperatures are leading to diminished yields. We expect this trend of limited supply to persist throughout November. The production in Central Mexico is anticipated to rise in the coming weeks, which will contribute to alleviating some of the heightened demand currently observed in California. Florida is set to commence harvesting next week, albeit in a highly restricted manner, with only pallet quantities being collected as teams strive to uphold the ranches until the full season initiates in 3–4 weeks.



Berries—Blackberries

Alert

The markets exhibit stability concerning this product from Mexico; however, loading delays continue to be an issue due to road blockades associated with ongoing labor strikes.



Berries—Blueberries

The consistent influx of Peruvian arrivals is exerting downward pressure on the market, whereas Mexican production is on the rise as it progresses into November, with expectations of reaching its peak in December.



Citrus—Grapefruit

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



Berries—Raspberries

The markets exhibit stability con-



Citrus—Lemons

The markets continue to exhibit strength; however, District 1 (San



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Joaquin) is beginning to show signs of a slight downturn. The volume is currently low due to the necessity of gassing the fruit to achieve proper coloration. District 3, encompassing the CA Desert and AZ, serves as the primary region; however, there is an anticipated decline in supplies. Sizes 140ct and smaller continue to exhibit a tight condition. Mexico is additionally accessible for loads originating from South Texas.

Citrus—Limes

The market is experiencing a downward trend as a greater quantity of limes transitions from the Mexican domestic market to export, resulting in an increase in cross-border volume. The quality of products can fluctuate, thus it is advisable to exercise caution when considering lower-priced options. Smaller sizes are experiencing a contraction, with fruit reaching its maximum on sizes 110, 150, and 175. Fruit from offshore Colombia and Honduras continues to be accessible in the eastern markets.



Citrus—Oranges

The supply of California navels is increasing, accompanied by enhancements in market conditions as additional fruit becomes available. The peak sizing is recorded at 72/88/113ct, with the fruit undergoing a gassing process for a duration of 4 to 5 days to improve its color quality.



Grapes

The grape market is experi-



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encing an upward trend, influenced by recent climatic conditions and seasonal variables that are constraining supply levels. The expectation is that greens will continue to exhibit a tighter condition compared to reds throughout the remainder of the domestic season.

Melons - Cantaloupe

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The Westside season is approaching its conclusion, characterized by increased cantaloupe pricing attributed to yield losses caused by rainfall. The markets continue to exhibit elevated levels, influenced by various factors until there is an enhancement in supply conditions. The fields are predominantly yielding scores of 9, and the sizing will continue to present challenges until the conclusion of the domestic season. Offshore arrivals are anticipated by mid-November, and precipitation in Jamaica has thus far bypassed critical agricultural regions.



Melons - Honeydew

Honeydews can be sourced from both domestic producers and imports from Mexico. The domestic transition experienced delays due to significant rainfall, whereas Mexican fruit is currently being transported through Nogales. The fields are predominantly yielding sizes 4, 5, and 6.



Melons - Watermelon

Domestic watermelons can be found on both coasts; however, the availability is notably limited, leading to an increase in prices as the volumes continue to decrease. The



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availability of Mexican melons traversing through Texas and Nogales is currently restricted, with the quality still being influenced by the rainfall experienced last month.

Pears

The production of Anjou pears is currently robust. Conventional storage Bartletts are exhibiting a lighter coloration and a reduced shelf life in comparison to previous weeks, with certain shippers initiating the use of controlled atmosphere rooms. Bosc and Red pears continue to be readily available in ample quantities.



Pineapple

Thunderstorms in Costa Rica are affecting agricultural regions through the end of October and into early November



2025, thereby constraining pineapple supplies for the rest of the year. The demand for crownless pineapples continues to be significant. Anticipate modifications, cancellations, and alterations to orders. The availability of Mexican pineapples is currently restricted, yet the overall quality and flavor continue to be commendable.

Stone Fruit

The season for domestic peaches, plums, and nectarines has concluded. It is anticipated that imported peaches and nectarines will make their arrival on both coasts approximately in the middle of December. Pomegranates, persimmons, and Asian pears are expected to maintain a robust supply throughout October and November, whereas the domestic kiwi market is projected to remain stable, albeit with a slight de-



Vegetables

Asparagus

The volume of asparagus production in Mexico is increasing, particularly from the regions of Baja California Sur and Sonora, as new fields are being cultivated in anticipation of the Thanksgiving season. However, it is important to note that yields are still relatively low due to the impact of earlier rainfall. The production levels in Caborca, Hermosillo, and Sonoyta are robust; however, they are approxi-



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mately 50% of the figures recorded in the previous year, characterized by high quality and reduced sizes. The agricultural sectors in northern Peru are experiencing an increase in productivity, with more substantial shipments anticipated by the beginning of December. The overall supply situation is showing signs of improvement; however, it remains below the normal levels, which contributes to maintaining firm market conditions, particularly for larger sizes.

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Avocados



The current market conditions exhibit a notable softness, characterized by an abundance of fruit on trees and a corresponding decline in demand. At present, the primary crops undergoing harvesting and shipment are Flora Loca and Aventajada, both exhibiting comparable dry matter and oil content within the mid-to-high 20% range.

Bell Peppers



Western markets continue to exhibit stability as Coachella initiates light green production, with shippers strategically consolidating loads in the valley in conjunction with other warm vegetables. Oxnard continues to exhibit a certain level of activity; however, it has surpassed its zenith. Nogales is approximately three weeks away from commencement. The supply from the Eastern region continues to exhibit robust levels, with significant volumes available for promotion. Additionally, North Florida is scheduled to commence operations later this week.

Broccoli



The availability of broccoli remains constrained; however, there are indications of gradual improvement. The presence of pin-rot resulting from crown moisture is impacting yields, although it remains largely manageable. The pressure exerted by insects continues to be a significant issue of concern. The market is anticipated to experience a slight softening as it approaches

the weekend.

Brussel Sprouts

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The availability of Brussels sprouts is currently very constrained, as producers in the Salinas Valley and Oxnard are contending with persistent insect challenges, instances of decay, and reduced sizing of the produce.

Cabbage



Supplies originating from the Salinas Valley are experiencing fluctuations as a result of varying weather patterns and field conditions. The majority of heads exhibit a medium size. Teams are meticulously pruning and addressing insect challenges to ensure optimal quality is upheld. Over the forthcoming week or two, fluctuations in supply may occur; however, it is anticipated that it will adequately satisfy fundamental demand. Colder temperatures could contribute to the stabilization of conditions.

Carrots



The harvesting process has commenced in the Cuyama/Lancaster region and is projected to persist throughout the month of November. The sizing appears to be uniform, with no anticipated complications. Kindly ensure that snack pack orders are submitted a minimum of 48 hours prior to the desired pick-up time.

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Cauliflower

The availability of cauliflower continues to be constrained; however, there are indications of enhancement in supply this week. Anticipate a modest relaxation in market conditions as we approach the upcoming week.



Celery

This week has witnessed an increase in demand across both Northern and Southern California, accompanied by elevated pricing on value-added products. Large sizes are predominantly accessible. Anticipate a weekly strengthening of the market in the lead-up to Thanksgiving, with quality assessments indicating levels above the average.



Cucumber

The increase in lighter Eastern production has contributed to the stabilization of Western prices, whereas robust output from Mexico is playing a crucial role in maintaining equilibrium in the market. The product can be accessed in both San Diego and Nogales.



Eggplant

The recent cooler weather conditions in Georgia have significantly impacted eggplant production, leading to a reduction in supply and an increase in FOB prices. The anticipated new crop in Florida is expected to commence within a timeframe of 7 to 10 days, which will alleviate the current shortfall. California supplies



are maintaining a consistent level, while Mexico has commenced its initial harvest, with an increase in volume anticipated in the upcoming week.

Garlic

The quality of California garlic is advancing positively, supported by the continuous influx of supplies from Mexico.



Green Onions

The availability of green onions has seen an enhancement, and the market is anticipated to maintain a slightly elevated status as we move into the upcoming week.



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Green Beans

The supply remains stable, bolstered by advantageous agricultural conditions and a consistent level of demand. The pricing structure remains stable and consistent, with no significant disruptions observed.



Kale

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



Lettuce—Iceberg

The production of Huron is on the rise, supported by various suppliers, whereas Salinas continues to exhibit moderate levels with lighter weights. The Huron weights demonstrate superior quality at

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37–39 lbs, exhibiting a level of cleanliness that surpasses that of Salinas. The demand persists in surpassing the available supply, resulting in notable price increases for value-added products at the third-tier level.

Lettuce—Leaf

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The demand for romaine, butter, and both green and red leaf varieties surpasses the available supply. Value-added items will continue to be on third-tier escalation throughout the entire week. Romaine hearts are expected to remain light during the week ahead. The arrivals of all leaf items exhibit light weights accompanied by fringe and tip burn. The production levels of Huron can be characterized as moderate at best.



Lettuce—Tender Leaf

The supply of tender leaves continues to be constrained, attributed to diminished yields caused by insect activity and recent hail events. It is anticipated that this limited availability will persist into the following week.



Mini Sweet Peppers

As the seasons in California and Washington draw to a close, the market is beginning to transition towards Mexico for the acquisition of mini sweet pepper supplies. Baja presently holds a limited supply of fruit, with quantities witnessing a decrease as the area moves past its seasonal zenith. Western and Central Mexico are cur-



rently in the early phases of their programs, with expectations of modest production continuing until volumes are projected to rise in December. The quality has fluctuated between fair and good, with intermittent accounts of shriveling and decay as the older fields reach the end of their production cycle.

Onions

Onions are sourced from Washington, Idaho, and Utah, reflecting a robust domestic demand. The precipitation patterns observed in Idaho could potentially disrupt harvest timelines, while both transportation logistics and climatic conditions are expected to impact market dynamics as the year concludes.



Chili Peppers

Harvest activities persist throughout New Jersey, North Carolina, and adjacent regions. Georgia is currently operating at full production capacity with a moderate supply available, whereas Florida is anticipated to commence its production in approximately 2 to 3 weeks. In the Western region, it is anticipated that Washington could conclude within a fortnight, contingent upon favorable weather conditions. Baja exhibits a range of light to moderate volume levels. The jalapeño crossings from Sonora are currently light, while Central Mexico is experiencing light to moderate levels. Additionally, it is anticipated that California's season may conclude this week as a result of rainfall.



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Potatoes

The harvest phase has concluded, and we have transitioned into the storage of crops. The supply is robust, and the demand continues to be consistent as we approach the holiday season. Burbank potatoes are progressively becoming accessible, with Norkoths serving as the predominant variety. The quality of Washington potatoes is currently outstanding, particularly with mid-size potatoes reaching their peak. Meanwhile, the availability of large and smaller counts continues to be limited. Varieties of colored potatoes are also accessible. The trucking industry continues to exert a significant impact on the market. Freshly harvested sweet potatoes are currently accessible from North Carolina.



Tomato on the Vine

Resources are limited across the country as manufacturing transitions to the southern regions. In the eastern region, the agricultural activities in Tennessee and Virginia are concluding, while the crops in Florida's Palmetto/Ruskin area are commencing in late October and progressively increasing through mid-November. In the western region, the season in California is concluding as a result of rainfall, whereas Baja and Central Mexico are experiencing diminished volumes due to cooler, wetter conditions; however, an improvement is anticipated in the near future.



Squash-Yellow & Zucchini

Alert

In Mexico, the late arrival of rains has constrained the production of Sonoran zucchini, resulting in elevated prices. However, an increase in volume is anticipated within the next ten days. The firmness of yellow squash is likely to increase as production levels return to normalcy. In Georgia, the cooler nighttime temperatures are contributing to a slowdown in harvests; however, the quality of the produce remains exceptional. Additionally, the limited supply of Mexican zucchini is helping to maintain stability in the markets. In Florida, the central harvests are just beginning, with a more extensive production anticipated in the next one to two weeks. Consequently, market prices are expected to remain elevated until full production is achieved.



Your Texas foodservice solution.

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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
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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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