

Fresh News



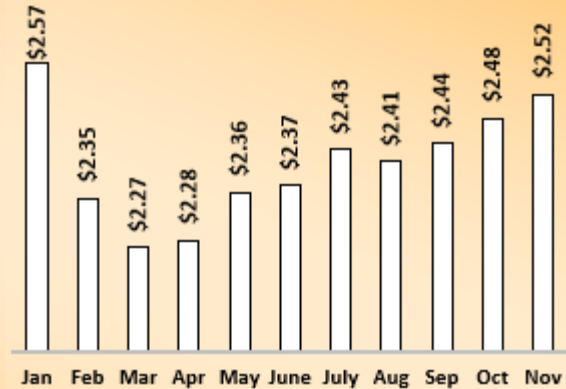
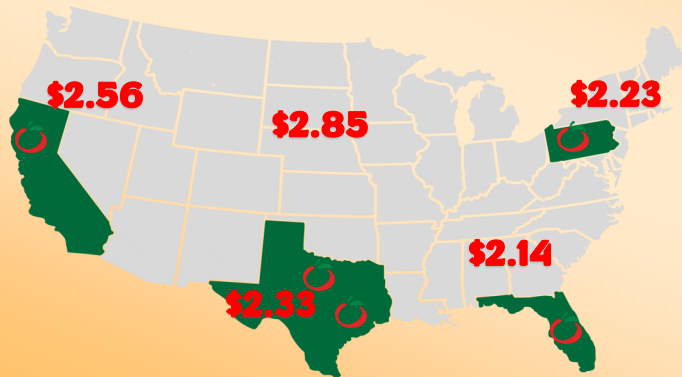
Market Alert

Berries	Cauliflower
Cantaloupe	Green Onions
Grapes	Lettuce Iceberg
Asparagus	Lettuce Leaf
Brussell Sprouts	Squash



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current Weather	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
WATSONVILLE WEATHER	75°F clear sky	77°F 52°F	84°F 54°F	77°F 55°F	66°F 54°F	59°F 48°F	50°F 45°F	61°F 43°F
SALINAS WEATHER	77°F clear sky	81°F 54°F	88°F 54°F	82°F 57°F	72°F 55°F	61°F 48°F	52°F 45°F	61°F 43°F
YUMA WEATHER	84°F clear sky	90°F 66°F	91°F 70°F	91°F 68°F	88°F 66°F	84°F 68°F	68°F 57°F	70°F 54°F
RUSKIN WEATHER	82°F overcast clouds	82°F 72°F	73°F 55°F	59°F 43°F	66°F 50°F	72°F 55°F	75°F 59°F	77°F 63°F
CULIACÁN WEATHER	88°F scattered clouds	91°F 64°F	99°F 66°F	99°F 68°F	99°F 68°F	97°F 66°F	91°F 64°F	88°F 64°F

Tomatoes

Domestic

This week, the volumes of Eastern Roma are characterized as light to moderate, as growers in the Ruskin/Palmetto region have commenced their early harvests and are now fully operational. The preliminary fruit exhibits remarkable quality and substantial sizing, with the majority categorized within the 2X and XL dimensions. A cold snap is projected for the weekend, which could moderately impede momentum; however, an increase in volumes is expected over the forthcoming 7–10 days. The forthcoming cultivation region for growers will be Labelle, with harvests anticipated to commence in roughly 2–3 weeks. The round tomato season in Florida, particularly in the Ruskin/Palmetto region, has officially commenced this fall. The consistency of volumes is improving and is expected to increase further following the conclusion of this weekend's cold snap. Due to the favorable growing conditions, the early quality has been exceptional, characterized by vibrant color and firmness, with sizing leaning towards the larger dimensions. Currently, there remains a selection of fruit sourced from North Florida and South Georgia; however, the onset of colder temperatures may lead to an untimely conclusion of the remaining crops in these areas. Harvesting activities will persist in the Ruskin and Palmetto regions through December, with the commencement of picking in Labelle anticipated within the forthcoming 7 to 10 days. The volumes of grape tomatoes have experienced a slight decline; however, they continue to be at moderate levels in the Eastern region this week. Harvesting activities are currently underway in both the Palmetto/Ruskin and Labelle regions, with a significant proportion of the fruit now being sourced from Labelle. The Palmetto/Ruskin area is expected to persist for an additional 2–3 weeks prior to a complete transition to Labelle, followed by a subsequent move to Naples in December. The quality observed throughout the industry has remained stable, with the fruit exhibiting commendable color and firmness.



Mexico

In the Western regions, the supply of Romas is moderate, with fruit sourced from Baja and Central Mexico. Baja is introducing additional acreage, although the overall volumes continue to be subdued in regions that are still in the process of recovering from weather-related quality and yield challenges. The production and quality in Central Mexico have seen notable enhancements, and it is anticipated that the overall supply from Mexico will maintain a consistent level until the commencement of activities in Culiacán and Sinaloa in mid-December. The availability of round tomatoes is currently characterized by light to moderate supplies, predominantly sourced from Central Mexico and Baja. The present optimal sizing range is identified as 4x5 and 5x5, a trend anticipated to persist over the forthcoming weeks prior to a transition towards smaller sizes. Production volumes are expected to maintain a consistent level until Sinaloa initiates its operations in mid to late December. The overall quality emerging from the West remains robust and consistently reliable. The availability of grape tomatoes is currently at a low to moderate level. Baja and Central Mexico are currently yielding high-quality fruit, with consistent volumes anticipated over the forthcoming weeks. Initial shipments of fruit are commencing to reach Nogales from Sonora and agricultural areas located south of Culiacán. As Culiacán approaches full production in the upcoming weeks, we anticipate a reversion to more standard seasonal volumes and consistent quality as we transition into winter.



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Fruits

Apples

The inventories of foodservice-sized apples are currently characterized as moderate to light, influenced by existing size profiles and the continuation of bag programs, which are constraining tray production. The market exhibits a consistent stability.



Peruvian supply continue to be stable at ports located on both the East Coast and the West Coast. Through the city of McAllen in Texas, Central Mexico is increasing its output, and the quality of the products coming from both regions has been outstanding.

Bananas

Ecuador continues to supply consistent volumes despite the difficulties that it faces in terms of logistics and security. TR4 illness has been contained, and there will be no impact on exports. A solid market forecast is supported by strong availability and consistent quality over the next two to six weeks as holiday demand continues to increase with each passing day.



Berries—Raspberries

This item is readily available from both Baja and CMEX, characterized by stable markets and consistently high quality.



Berries—Strawberries

There is still a limited supply of strawberries. During the past week, Oxnard reached its highest point and is expected to see a slow decrease, but Santa Maria is rapidly declining. The output in Central Mexico is gradually rising as we go closer to the month of December, and Florida is just two to three weeks away from getting started. It is anticipated that Baja will begin transporting fruit through San Diego and Otay Mesa at the beginning of December. A few growers are currently collecting small volumes of fruit as the fields are being prepared.

Alert



Berries—Blackberries

The manufacturing in California is almost ended, but the production in Baja and Central Mexico is producing a significant amount of product. Up to December, it is anticipated that CMEX supplies would continue to steadily increase. It is anticipated that the general quality would increase in the coming weeks as producers pass past the tropical monsoon season in Mexico.



Berries—Blueberries

As markets continue to weaken,



Citrus—Grapefruit

Riverside and the San Joaquin Valley are the two locations from where Marsh Rubies are currently being



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shipped. The peak price for these rubies is 48 cents.

Citrus - Lemons

When District 1 (San Joaquin) begins to light up, the market begins to feel relief; however, the fruit still needs to be colored. District 3 (CA Desert/AZ) continues to be the primary region, despite the fact that quantities are decreasing. There is still a significant lack of 140ct and smaller. Mexico is operational; please get in touch with us regarding South Texas shipments.



Citrus - Limes

Prices are low and supplies are abundant, with fruit reaching their peak on 110/150s; nevertheless, smaller fruit continues to be more difficult to find. Once production begins to decrease, the market should remain stable until the middle of November. Offshore fruit from Colombia and Honduras is available for loading on the East Coast, and the next crop begins operations in January.



Citrus - Oranges

The number of CA navels is increasing, and the market is getting better. The peak sizes range from 113 to 138 centimeters, and the fruit is being gassed for around three days in order to enhance its color.



Grapes

As the domestic grape season draws to a close, the market for grapes continues to strengthen, and it is anticipated that green grapes will continue to be more competitive than red grapes until the end of the season.



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Melons - Cantaloupe

The cantaloupe deal on the Westside is coming to an end, and prices are going up as a result of decreasing yields brought on by rain. Markets remain high, with triggers in effect until supplies improve. As a result of the majority of the fields producing nines, it is anticipated that sizing will be a difficulty for the remainder of the domestic season. Onshore supplies are anticipated to arrive by the middle of November.



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Melons - Honeydew

You can get honeydews from Mexico as well as from within the United States. While honeydews from Mexico are available through Nogales, the domestic transition was delayed because of the torrential rains that occurred the previous day. There is a predominant production of sizes 4, 5, and 6 in the fields.



Melons - Watermelon

On both coasts, domestic watermelons are available; nevertheless, supplies are extremely limited, and prices are increasing as a result of a decrease in available quantities.



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Because of the rain that occurred the previous month, the quantity of Mexican melons that are available in Texas and Nogales is restricted.

Pears



The market for pears continues to be stable. A considerable amount of Anjou pears are being produced, however conventional storage Bartletts are exhibiting a lighter color and a shorter shelf life. As a result, several shippers are opening controlled environment rooms. Bosc and Red pears are still available in considerable quantities.

Pineapple



Thunderstorms are expected to continue to affect growing regions in Costa Rica until the end of October and into the first of November 2025. As a result, pineapple

supplies are expected to be extremely low for the duration of the year. Still in high demand are pineapples that do not have crowns. You should be prepared for order modifications, cancellations, and substitutes. Because of the vacation, pineapple prices are expected to go up this week, and there is a possibility that port delays could have an impact on loading schedules.

Stone Fruit



Finishing touches have been made on domestic peaches, plums, and nectarines. Peaches and nectarines that have been imported are anticipated to arrive on both coasts around the middle of December. By the end of November, there will be a plentiful supply of pomegranates, persimmons, and Asian pears. The local market for kiwis has remained stable, despite the fact that prices have decreased marginally.

Vegetables

Asparagus

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A stable supply and high quality of asparagus are being maintained in the northern parts of Peru; nevertheless, there is a possibility of modest shipping delays occurring the following week. Despite the fact that weather is limiting yields, Mexico's volume is increasing, which is lowering prices. With Caborca beginning in late January, supplies are expected to become more limited by the middle of December.

Avocados



Despite the fact that trees are still loaded with fruit and demand has slowed down, markets continue to be weak. At the moment, Flora Loca and Aventajada are the most important crops that are being harvested and transported worldwide. Dry matter and oil content are comparable between the two types, with both falling somewhere in the middle to upper 20s.

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Bell Peppers

The availability of red, yellow, and orange bell peppers is currently characterized by light to moderate levels this week. Canada persists in its fruit shipments and is anticipated to maintain this activity for an additional two weeks. The overall trend in sizing has been towards smaller dimensions, although there remains a selection of retail-size fruit accessible in the market. The production landscape has predominantly shifted to Mexico, with the Jalisco region at the forefront of this transition. The volumes have remained consistent, and the quality has been commendable, with the fruit exhibiting robust color and firmness. It is anticipated that supplies will maintain comparable levels until production commences in Western Mainland Mexico in the forthcoming weeks, which is expected to enhance availability.



Cabbage

Because of the weather and the circumstances of the field, the supplies coming from Salinas Valley are constantly shifting. A majority of heads are of a moderate size. For the sake of preserving quality, crews are cutting with caution and minimizing the pressure from insects. There is a possibility that supply will fluctuate over the next week or two, but it should be sufficient to satisfy fundamental demand. It's possible that cooler temperatures will help stabilize the situation.



Broccoli

This week, there has been an increase in the availability of broccoli, and it is anticipated that the market will become slighter as we go closer to the week-end.



Carrots

The Cuyama/Lancaster region is currently harvesting items, and this process 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.

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Brussel Sprouts

Growers in the Salinas Valley and Oxnard continue to endure insect pressure, some rot, and lower size, which has resulted in Brussels sprout supplies remaining extremely limited.

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Cauliflower

Although cauliflower supplies are still restricted, they are steadily improving, and it is anticipated that more increases will be made throughout the next week.

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Celery

Price increases are implemented across the board for all value-added products, as this market is robust in both the northern and southern regions. There is still the greatest availability of large



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sizes across all packs. Salinas manufacturing will continue with some suppliers for a further two weeks before moving to Southern California, with Yuma production beginning in late December. Southern California will be the new location for production.

Cucumber



The weather in Baja is getting cooler, which is slowing down output, while Western Mexico is ramping up production. Markets are projected to strengthen with good promotional supply coming up in the near future. Quality is still very high, and yields might get better by the middle of the week when the temperature starts to drop again. There is a tightening of the markets, but this is offset by an increase in shipments from Florida and Mexico. Florida: The season has just begun, and a significant volume is anticipated during the next seven to ten days.

Eggplant



This week, Florida will begin adding tiny volumes, but Georgia's production will remain low due to the cooler temperatures. Mexico: The number of eggplants that are being transported through Nogales is growing, and a significant volume is anticipated. Despite the fact that there is a possibility of short-term tightness, increased supply from Florida and Mexico should help to relieve market conditions and sustain promotions through December.

Garlic



Additionally, continued supplies from Mexico are contributing to the progress of the

garlic crop in California, which is of a high quality.

Green Onions

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The supply of green onions has increased, and it is anticipated that the market will continue to be slightly elevated throughout the next week.

Green Beans



The cooler temperatures in Georgia have resulted in a slight deceleration of green bean production; however, the overall supply levels continue to be satisfactory this week. Several supplementary supplies are en route from North Carolina and Virginia; however, the anticipated cold weather in these regions may adversely affect the remaining crops. In Florida, certain growers are poised to commence harvest within a timeframe of 7 to 10 days, whereas others anticipate initiating their activities either just before or shortly following Thanksgiving. In the Western region, production is currently robust, with both Baja and Sonora engaged in active harvesting efforts. The volumes observed are moderate, and the quality has ranged from fair to good, demonstrating strong performance across the majority of markets. It is anticipated that there will be increased volumes following Thanksgiving; however, the existing supplies from the West are projected to adequately meet the demand during the holiday season.

Kale



Kale supply and quality are still gen-

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erally good, and it is anticipated that conditions will continue the same into the following week.

Lettuce—Iceberg

Alert

Throughout the course of the week, it is anticipated that the escalating pricing that has been implemented for all value-added lettuce products will continue. Overall demand is higher than available supply. The current production is concentrated in the cities of Huron, Yuma, and Salinas, with Southern California contributing only a little amount. The suppliers continue to confront difficulties with light weights, rib discolouration, and malformed heads. The weights of the products range from 34 to 39 pounds, depending on the shipper and the region.



Lettuce—Leaf

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Throughout the week, you may anticipate having a limited supply of romaine lettuce, green and red leaf lettuce, and butter. However, romaine hearts will be extremely scarce. As long as there is a shortage of supplies in comparison to the demand, all value-added products will continue to be priced at an increased level. The most common quality problems are discoloration, light weights, and burns on the tips and fringes of the hair. The production process is still ongoing in Yuma, Salinas, and Huron.



Lettuce—Tender Leaf

Over the course of the week, you may anticipate having a limited supply of romaine hearts, green and red leaf, and butter. Romaine leaves will be available in limited quan-



ties. Due to the fact that there is still a shortage of supplies in comparison to the demand, the prices of all value-added products have been raised. Burning of the tips and fringes, discoloration, and light weights are all examples of examples of common quality concerns. Huron, Salinas, and Yuma are all contributing to the ongoing production.

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

Onions



At the moment, onions can be purchased in the states of Washington, Idaho, and Utah. It is still quite popular in the United States. The rain in Idaho will need to be monitored since it may have an effect on trucking. Every item is currently being stored. Throughout the remainder of the year, the market will be driven by trucking and weather

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activities.

Chili Peppers



Georgia continues to be the predominant supplier of chili peppers in the East, while Florida is beginning to contribute with harvests from both the Plant City and Immokalee regions. Florida presently lacks serranos, poblanos, and habaneros; however, these kinds are anticipated to become accessible in the approaching weeks. The quality from Florida has been satisfactory thus far. Cold weather is predicted for Georgia this weekend, which may result in a minor tightening of general Eastern availability in the short term. In the West, the supply of chili peppers is undergoing a change but has largely stayed stable. Baja persists in production, however it is gradually concluding. Sonora and Sinaloa are in the initial stages, and volumes are expected to rise in the forthcoming 7–10 days. Current supplies of serranos, Anaheims, and tomatillos are limited; however, Nogales is anticipated to commence receiving tomatillos and poblanos within the forthcoming week, which could enhance both quality and availability. The overall quality has been satisfactory for most types, except for tomatillos, which are rated as fair due to persistent weather impacts in Central Mexico.

Potatoes



The harvest is finished, and we are currently in the storage crop phase, where we have a solid supply and consistent demand in preparation for the holiday pull. The availability of Burbank potatoes is gradually increasing, with Norkoths having emerged as the predominant variety. Washington potatoes are producing po-

tatoes of outstanding quality, with the midsizes reaching their peak, while the counts of large and small potatoes continue to be tight. It is possible to purchase color potatoes, and trucking is having an effect on the commercial sector. In the state of North Carolina, new sweet potato crops are beginning to bloom.

Squash-Yellow & Zucchini

Alert



In Mexico, the volume of zucchini is increasing, which is causing costs to decrease. On the other hand, yellow squash is still more difficult to get, and higher prices are anticipated by the middle of the month. The production in Georgia is decreasing as the season draws to a close, but the quality is still quite high; the higher temperatures that are expected this week may provide a modest boost. The central region of Florida is increasing its production, and for the next one to two weeks, a larger volume is anticipated to support the entire supply.

Tomato on the Vine



As a result of moderate supply and soft demand, prices are either stable or somewhat at a lower level. The supply in Baja is sufficient, with consistent levels coming from Jalisco and passing through Nogales and McAllen. These volumes include all types of produce. The output volume in Eastern Florida is growing, and it is anticipated that Nogales will begin operations in the month of January.

A Fresh Take on Value-Added Distribution

Flowers—Every Day Program

- Fixed pricing programs
- Various price points focused on shopper demographics
- Customization capabilities



Valentines



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
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Tampa
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Riverview, FL 33578
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