



Fresh News

Market Alert

Asparagus

Brussel Sprouts

Cantaloupe

Cauliflower

Carrots

Grapes

Green Onions

Lettuce Iceberg

Lettuce Leaf

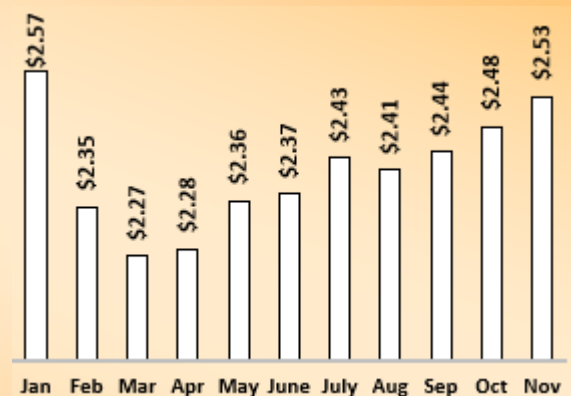
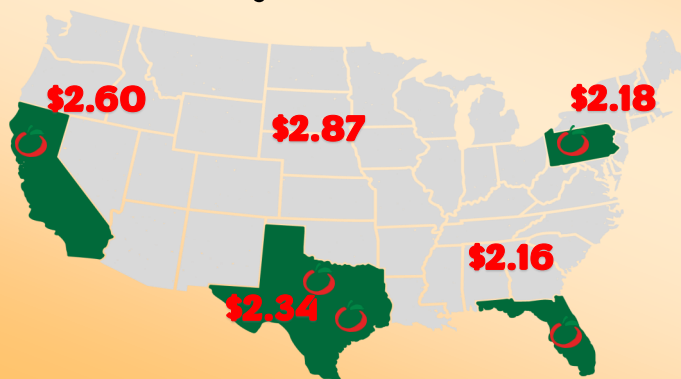
Pineapple

Squash

Strawberries

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

YUMA WEATHER	64°F clear sky	Sunday 64°F 54°F	Monday 73°F 55°F	Tuesday 77°F 59°F	Wednesday 77°F 59°F	Thursday 75°F 61°F	Friday 75°F 63°F	Saturday 70°F 57°F
RUSKIN WEATHER	64°F clear sky	Sunday 64°F 54°F	Monday 73°F 55°F	Tuesday 77°F 59°F	Wednesday 77°F 59°F	Thursday 75°F 61°F	Friday 75°F 63°F	Saturday 70°F 57°F
CULIACÁN WEATHER	88°F scattered clouds	Sunday 88°F 66°F	Monday 90°F 61°F	Tuesday 91°F 59°F	Wednesday 93°F 61°F	Thursday 91°F 64°F	Friday 93°F 64°F	Saturday 88°F 63°F
YAKIMA WEATHER	48°F overcast clouds	Sunday 48°F 39°F	Monday 50°F 32°F	Tuesday 43°F 37°F	Wednesday 39°F 36°F	Thursday 41°F 37°F	Friday 39°F 37°F	Saturday 39°F 36°F

Tomatoes

Domestic

In the Eastern region, the availability of round tomatoes is sufficient to meet current demands. Producers are actively engaged in harvesting within the Palmetto/Ruskin region, where the quality of the yield has been notably high, and the size distribution has favored larger fruits, with smaller varieties remaining in limited supply. Producers anticipate completing the final crown harvests in the Palmetto/Ruskin area this week, while secondary harvests are projected to extend for approximately another week. The commencement of harvesting in Labelle is anticipated to occur within the forthcoming 7 to 10 days, and the projections for the upcoming crops appear to be highly favorable. In the absence of any weather-related interruptions, we project a stable and reliable supply chain in the Eastern region for the upcoming weeks. This week, the supply of roma tomatoes in Florida is notably constrained due to the adverse effects of cool weather, which has impacted this variety more significantly than others. A limited quantity of fruit is still accessible in the Palmetto/Ruskin region; however, the majority of growers are nearing the conclusion of their harvests in this area. The process of harvesting will gradually shift to Labelle over the upcoming week, commencing in a subtle manner. In summary, the availability of roma supplies in Florida is anticipated to stay constrained for the forthcoming 3 to 4 weeks. Notwithstanding the limited availability, the quality has remained exceptionally high, with very few issues reported. The availability of grape tomatoes in the Eastern region is currently abundant. Growers are actively engaged in harvesting within the Palmetto/Ruskin region; however, the focus has largely shifted to the Labelle fields. Anticipation is building for the commencement of harvesting in Naples, which is expected to begin in the upcoming week. The yields and quality have demonstrated considerable strength and are expected to maintain this trend, provided there are no unforeseen weather occurrences.



Mexico

In the Western regions, the trading volumes are currently observed to be at low to moderate levels. Central Mexico is currently experiencing its seasonal decline, characterized by a gradual reduction in volumes as the season progresses towards its conclusion. Baja offers a reasonable availability of mid-sized fruit; however, certain quality inconsistencies remain, attributable to prior weather conditions. The Sayula region in Central Mexico is currently recognized for producing some of the highest quality and most consistently available volume. Supplies throughout the Western region are anticipated to maintain light to moderate levels until the harvesting period in Culiacán commences in mid- to late December, with an increase in seasonal volumes projected following the onset of the new year. This week, there is a notable shortage of Roma supplies in the western region. The precipitation observed in Baja, along with a gradual shift from Central Mexico to Western Mexico, has led to volumes that are below the typical levels. As we anticipate the commencement of West Mexico's season in mid-December, it is projected that supplies will continue to be tight, although there may be sporadic instances of enhanced volume emerging in the meantime. The quality of produce originating from Mexico has varied from acceptable to commendable, with the most robust and reliable fruit presently sourced from the Sayula region. This week in Mexico, there is a noticeable decrease in volumes as Central Mexico undergoes its typical seasonal decline. Meanwhile, Baja is feeling the impact of cooler temperatures and recent rainfall. The quality of produce is influenced by the grower and the specific region, yet it tends to be satisfactory on the whole. It is anticipated that supplies will experience a modest enhancement over the forthcoming week, with a more pronounced increase expected to occur once production in Sinaloa commences in the second week of December.



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Fruits

Apples



There have been no alterations observed in the apple market. The ongoing trend in packouts is increasingly favoring larger sizes, resulting in a constrained availability of smaller apples. Sizes 125 and 138 continue to be available, albeit with limited inventory, whereas sizes 113 and 100 are more easily obtainable.

Bananas



The supply continues to be stable from important sources such as Ecuador, with shipping volumes remaining consistent as is customary for this season. The pricing landscape continues to exhibit stability, influenced by robust demand dynamics and the underlying cost frameworks associated with origin. In the forthcoming 2 to 6 weeks, it is anticipated that market conditions will remain stable, with quality aligning with established expectations. Nonetheless, unforeseen weather conditions or transportation challenges may exert some upward pressure; however, the overall availability continues to be robust.

Berries—Blackberries



The production levels from Mexico and Baja continue to demonstrate stability, while the overall quality remains robust. The majority of the supply is currently being directed to distribution cen-

ters located on both the East and West Coasts.

Berries—Blueberries



Peruvian supplies have surpassed their peak levels; however, further containers are en route, contributing to market stability. Central Mexico is enhancing its production capabilities via McAllen, Texas, and the quality from both areas has been notably high. We anticipate that these conditions will persist as we transition into December.

Berries—Raspberries



There have been no noteworthy differences as compared to the previous week. Fruit shipments from Baja California and the CMEX remain robust, the markets are stable, and the quality continues to be to be kind.

Berries—Strawberries

Alert



Following a four-day period of precipitation, during which certain regions accumulated as much as six inches of rainfall, California will require an extended duration to adequately dry and recuperate. It is the general expectation among shippers that this process will require a duration of 7 to 10 days. It appears that Santa Maria has reached the conclusion of its season in light of this recent weather occurrence. The current market conditions reflect a scenario where de-

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mand surpasses supply. Central Mexico is experiencing a rise in production; however, this increase is insufficient to adequately address the current shortage. Florida is currently experiencing minimal pallet volumes, with more significant quantities anticipated following the Thanksgiving holiday. Baja is anticipated to commence production in approximately two weeks.

Citrus - Grapefruit

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



Citrus - Lemons

Market circumstances are enhancing when District 1 (San Joaquin) initiates light. Harvest; however, the fruit requires many further days of gassing to achieve coloration, akin to umbilici. Volume is expected to increase as nighttime temperatures decrease. District 3 (California Desert/Arizona) remains the principal region, although its volume will diminish during the forthcoming several weeks. Sizes 140ct and below are exceedingly scarce. Mexico is additionally Harvesting is underway.



Citrus - Limes

Markets are somewhat elevated. Intense precipitation in Veracruz is diminishing yields as the new year approaches. Fruit remains at a top of 110/150 cents, exhibiting certain quality concerns, including



styler defects. The next agricultural cycle commences in January.

Citrus - Oranges



Navels are currently in peak season, as markets stabilize following the recent significant rainfall in the Central Valley. The present peak sizes are 113ct, 88ct, and 138ct, transitioning towards 72ct as the season advances, with smaller sizes becoming more constrained as we approach December and January. The duration of gas production is approximately two days, with brix measurements ranging from 11 to 12. The cooler nights are contributing to a decrease in gassing time.

Grapes

Alert

The grape market is anticipated to maintain its upward trajectory over the course of the month. Domestic green varieties are experiencing a more rapid tightening compared to reds, with certain shippers having already concluded their operations for the season. Individuals involved in packing from storage expect to have greens accessible until the final week of November. It is anticipated by the majority of shippers that domestic red supplies will persist into the initial half of December. Imports from Peru have commenced their arrival on the East Coast, and it is anticipated that the volume on both coasts will experience an uptick during the final week of November or the initial week of December.



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Melons - Cantaloupe

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This week marks the conclusion of the Westside deal, as suppliers initiate the importation of offshore fruit through Florida, with additional ports set to follow suit. The prices of domestic cantaloupe continue to be high as a result of diminished yields caused by recent rainfall. The markets are currently elevated, with various factors influencing this situation until there is an enhancement in supply levels. The fields are predominantly yielding 9s, with anticipated difficulties in sizing for the remainder of the season, and certain cosmetic concerns have arisen due to weather conditions.



Melons - Honeydew

Honeydews can be sourced from both domestic and Mexican suppliers. This week, offshore supplies are somewhat limited; however, an improvement is anticipated, particularly with regard to the fields. The primary sizes being produced are 4, 5, and 6.



Melons - Watermelon

The availability of domestic watermelon is approaching its conclusion, as the majority of the product remains within local markets due to prevailing pressure levels. The prices remain stable, as Mexican watermelons from Nogales continue to supply the Midwest and East Coast markets. There is a restricted supply of Mexican watermelon, which can be sourced from Texas and Nogales. The production has been affected by the rainfall experienced last month.



Pears

The pear market exhibits stability, characterized by robust production levels of Anjous, Bartletts, Bosc, and Red varieties. There is a wide variety of sizes available in the foodservice sector, encompassing all categories.



Pineapple

Alert

Thunderstorms in Costa Rica are influencing the pineapple cultivation areas from late October into early November 2025. Supplies are currently constrained and are anticipated to remain restricted throughout the remainder of the year. The demand for crownless pineapples continues to be significant. Anticipate modifications, cancellations, and alterations to orders. The prices of pineapples are anticipated to increase this week as a result of the holiday season, and potential delays at the ports may impact the loading schedules.



Stone Fruit

It is anticipated that imported peaches and nectarines will commence their arrival on both coasts approximately in the middle of December. The availability of pomegranates, persimmons, and Asian pears is expected to be robust during the months of November and December. The domestic kiwi market is anticipated to maintain stability, albeit at heightened price levels.



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Vegetables

Asparagus

Mexico is addressing the demand, although market activity is sluggish and the quality varies. The cooler weather is contributing positively, and the volume remains consistent until the anticipated ramp-up in Caborca occurs in January. Peru is currently addressing the backlog from last week, as there has been a decline in demand following Wednesday, coupled with a decrease in anticipated arrivals moving forward. The conclusion of southern fields is approaching, while northern volume is set to commence on December 5. Additionally, larger sizes are expected to remain constrained through early 2026.



Alert

peppers is particularly constrained due to the deferral of initial picking activities. Anticipated constraints in supply are projected to persist into the following week. An increasing quantity of green bells is beginning to be received from Nogales, with supplementary shippers anticipated to commence operations next week and elevated volumes projected for the first week of December.

Broccoli

Current supplies of broccoli are somewhat constrained as the Salinas season comes to a close, compounded by the effects of recent rainfall on harvest yields. Anticipate a stabilization in the market, with a gradual upward movement as we approach the upcoming week.



Avocados

The current market conditions indicate a softness characterized by an abundance of fruit and a decline in demand. Flora Loca and Aventajada are presently undergoing the processes of harvesting and shipping, both exhibiting dry matter and oil content levels in the mid-to-high 20s.



Brussel Sprouts

The availability of Brussels sprouts continues to be significantly constrained, as growers in the Salinas Valley and Oxnard are encountering substantial insect challenges, instances of decay, and a general trend toward smaller sizes.

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Bell Peppers

Recent precipitation in Coachella has resulted in a postponement of the harvest, leading to a constriction in the availability of both red and green bell peppers. The supply of red bell



Cabbage

This week has seen a notable enhancement in supplies, with Growers are indicating enhanced availability.



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Ongoing advancements in market stability and quality are anticipated as the transition to Yuma is completed in the middle of November.

Carrots

The harvesting process persists in the Cuyama/Lancaster region until November, with Bakersfield scheduled to follow subsequently. Cellos and Jumbos continue to exhibit tightness as a result of recent heavy rainfall, which has constrained the harvest. Kindly ensure that snack-pack orders are submitted a minimum of 48 hours prior to the desired delivery time.



Cauliflower

Even while the supplies of cauliflower are still restricted, they are gradually improving, and it is anticipated that they will continue to improve over the course of the coming week.



Celery

Significant precipitation in Southern California has hindered the production of this commodity. The harvesting season in Salinas has come to an end, while Yuma is anticipated to commence its operations only after the Christmas holiday. The pricing for all value-added items has increased to the second tier. The availability across various sizes continues to be constrained and is anticipated to remain restricted throughout the week.



Cucumber

Chilly temperatures in the eastern regions are hindering the production of cucumbers in Florida. In December, it is anticipated that offshore Honduran cucumbers will become available, particularly as Florida generally experiences a reduction in winter acreage during this period. The Western FOBs maintain a consistent status alongside moderate production levels in Sinaloa.



Eggplant

The availability of Eastern supplies is diminished as a result of the cooler temperatures observed in Florida. A greater volume is being received from Sinaloa via Nogales, characterized by high quality from Mexico.



Garlic

The garlic crop in California is advancing with commendable quality, augmented by continuous supplies from Mexico.



Green Onions

There has been an enhancement in the availability of green onions; however, market conditions are anticipated to remain somewhat elevated as we move into the following week.



Green Beans

The production in Georgia has concluded prematurely as a result of the cooler weather conditions. Florida



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has recently initiated light harvests and is anticipated to enhance production as the holiday approaches. However, recent cold fronts may present challenges, and market conditions are projected to intensify. In the Western region, Baja presents superior quality despite lower volumes. Meanwhile, Sonora and Central Mexico continue to face constraints, while Sinaloa is expected to increase supply by late November, contributing to market stabilization.

Kale

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



Lettuce—Iceberg

The production of Yuma has experienced a modest enhancement; however, the demand continues to surpass the available supply. The production of Huron is currently minimal and is concluding this week. The pricing for all value-added lettuce continues to be elevated throughout the week. Common defects encompass light weights, rib discoloration, and misshapen heads, with carton weights varying between 34 and 38 pounds.



Alert

Lettuce—Leaf

There is a notable enhancement in the supplies of romaine, green leaf, red leaf, and butter lettuce originating from Yuma, alongside an increase in the production of romaine hearts. Nonetheless, all value-added leaf items continue to maintain elevated pricing for a minimum duration of one



week. Reported quality issues encompass tip and fringe burn, discoloration, and insufficient weights. Production is presently underway in Yuma.

Lettuce—Tender Leaf

The availability of tender leaf supplies continues to be constrained, primarily due to diminished yields resulting from insect pressure and recent hail events. This limitation is anticipated to persist throughout 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 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. All prod-



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ucts are currently stored, and the market dynamics for the remainder of the year will be influenced by factors such as transportation logistics and climatic conditions. The precipitation in Idaho could influence transportation logistics, leading to refrigerated and rail options being favored, whereas flatbed transport is advised against.

Chili Peppers



Georgia continues to be the primary source in the Eastern region, while Florida has commenced harvesting in Plant City and Immokalee. At present, Florida is experiencing a deficiency in serrano, poblano, and habanero peppers. However, it is anticipated that these varieties will become available within a fortnight, and the quality is reported to be satisfactory. Adverse cold weather conditions in Georgia could potentially restrict short-term availability. In the Western region, the supply chain remains stable yet is undergoing a transition as the Baja season concludes and the production in Sonora and Sinaloa increases over the forthcoming 7 to 10 days. Serrano, Anaheim, and tomatillos are currently exhibiting a light availability; however, Nogales is anticipated to commence the reception of tomatillos and poblanos in the near future, which will enhance both quality and supply. The overall quality is satisfactory; however, tomatillos are rated as fair, attributed to the weather conditions in Central Mexico.

Potatoes



The harvest has been successfully concluded and is now securely stored, with ample supplies available and a consistent demand anticipated for the holiday season. The Burbanks are on the rise, while the Norkoths continue to

dominate the landscape. Washington potatoes exhibit high quality, with a peak in mid sizes, while also including large and small varieties that are tightly packed. The trucking industry may influence loading operations, and the new crop of sweet potatoes from North Carolina is beginning to emerge.

Squash-Yellow & Zucchini

Alert



In Mexico, the market for zucchini remains stable, while the supply of yellow squash has tightened following an influx of heavy supplies, resulting in an increase in prices as we approach the middle of the month. In Georgia, production is set to cease this week as a result of the impending freeze. Florida: Minimal activity observed; the Atlantic regions have largely remained unaffected. Mexico propels supply as markets experience an upward trend.

Tomato on the Vine



The eastern region is experiencing a slowdown in production due to cooler weather conditions, including a brief freeze affecting Northern Florida and Southern Georgia, with temperatures in Central Florida dropping into the 30s. The markets are exhibiting strength, particularly in the case of romas. Baja possesses sufficient rounds; however, the romas are constricted. The majority of supply from Central Mexico traverses through McAllen, with minimal activity noted in Nogales. The grapes from the eastern regions exhibit a compact structure, accompanied by elevated pricing. Anticipate a dynamic marketplace throughout the upcoming week.

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
8150 Eagle Palm Drive
Riverview, FL 33578
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