

Fresh News



Market Alert

Asparagus

Brussel Sprouts

Cantaloupe

Cauliflower

Carrots

Grapes

Green Onions

Lettuce Iceberg

Lettuce Leaf

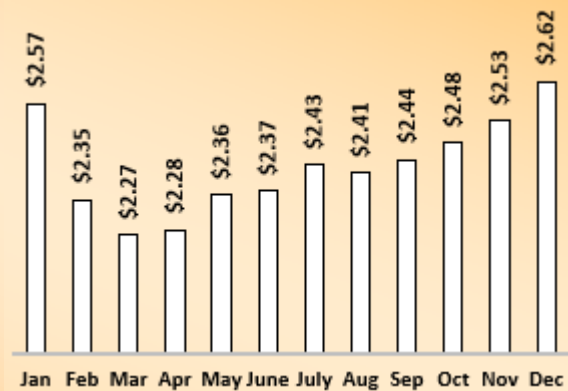
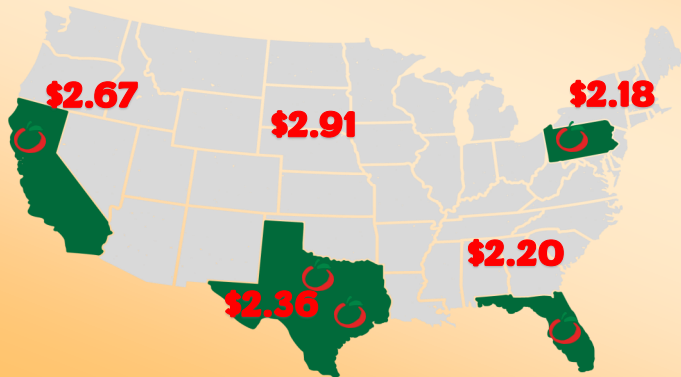
Pineapple

Squash

Strawberries

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

YUMA WEATHER		55°F clear sky	Sunday 73°F 55°F	Monday 77°F 59°F	Tuesday 79°F 59°F	Wednesday 79°F 59°F	Thursday 79°F 61°F	Friday 81°F 63°F	Saturday 81°F 63°F
RUSKIN WEATHER		73°F few clouds	Sunday 77°F 63°F	Monday 72°F 64°F	Tuesday 70°F 57°F	Wednesday 70°F 59°F	Thursday 68°F 59°F	Friday 73°F 63°F	Saturday 68°F 46°F
CULIACÁN WEATHER		79°F clear sky	Sunday 90°F 64°F	Monday 91°F 63°F	Tuesday 90°F 63°F	Wednesday 86°F 63°F	Thursday 90°F 61°F	Friday 90°F 61°F	Saturday 93°F 63°F
YAKIMA WEATHER		45°F broken clouds	Sunday 52°F 41°F	Monday 45°F 41°F	Tuesday 50°F 43°F	Wednesday 55°F 43°F	Thursday 45°F 41°F	Friday 52°F 43°F	Saturday 50°F 41°F
MCALLEN WEATHER		75°F clear sky	Sunday 82°F 64°F	Monday 70°F 55°F	Tuesday 75°F 55°F	Wednesday 82°F 63°F	Thursday 88°F 68°F	Friday 75°F 64°F	Saturday 61°F 46°F

Tomatoes



Domestic

Production remains somewhat steady in the Palmetto/Ruskin region, with increased demand. LaBelle/Immokalee/Naples have started operating in a small way. As other growers move to southern regions, it is expected that supplies will maintain stability as we approach the Christmas holiday period. The cultivation of round tomatoes in Florida continues to exhibit stability, especially within the Palmetto/Ruskin area. Currently, there are additional smaller tomatoes appearing in both rounds, along with Romas, as growers progress into their second and third rounds of fruit picking. Grape tomato volume in Florida remains steady, with increased demand being documented. In Labelle, growers are predominantly involved in harvesting activities, and operations have similarly begun in Naples. The quality is noteworthy and is anticipated to continue, depending on the prevailing weather conditions.

Mexico

The volume is predominantly focused in Baja and Central Mexico. Baja is characterized by a division between an area that begins early and another that is experiencing a seasonal decline. Conversely, Central Mexico is expected to maintain a steady volume until Culiacán officially enters its season. Initial crossings from Culiacán have commenced, with more extensive harvests anticipated by mid-December. The quality in that region appears robust at this stage, whereas Baja and Central Mexico exhibit greater variability. The overall perspective indicates a consistent to enhancing availability as Florida fortifies its position and Culiacán becomes operational. This week, the volume of round tomatoes in the Western region is predominantly sourced from Baja, Sayula, and Central Mexico. Central Mexico is experiencing a seasonal decline, while Baja is expected to maintain its current levels until mid-December, after which a gradual decrease is anticipated. The commencement of operations in West Mexico is anticipated to occur during the second to third week of December, positioning it as the principal supply region for the forthcoming months. The quality has consistently demonstrated a high standard across all current production areas, and the overall availability is expected to remain dependable throughout the transition period. In the Western region, the supply of grape tomatoes is currently characterized as light to moderate, sourced from Central Mexico, Sonora, and Baja, as the industry anticipates the commencement of the main season in Culiacan. Initial crossings from Sinaloa have commenced, yet the majority of volume is anticipated to materialize in approximately two weeks as a significant number of growers from Culiacan become operational. The quality of production in the current areas has been satisfactory, and the overall availability is expected to remain stable or show improvement as volumes from the West increase.



A Fresh Take on Value-Added Distribution

Fruits

Apples

Food service industry Sizes continue to be constrained, with pack-outs favoring larger apples and a restricted supply of smaller fruit. Sizes 125s and 138s are currently available, albeit in limited quantities, whereas sizes 113s and 100s are more readily accessible.



Bananas

Supply continues to be stable from significant 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 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 some upward pressure, although the overall availability continues to be robust.



Berries—Blackberries

There have been no alterations since the previous week. The supply of fruit from Baja and CMEX continues to be robust, characterized by stable market conditions and commendable overall quality. A sporadic red cell continues to be detected in certain packs.



Berries—Blueberries

Supplies from Peru are still accessible, and there is a continued rise in volumes from Central Mexico. The movement of production is also occurring in McAllen, Texas. The quality from both regions has consistently demonstrated high standards, and it is anticipated that this positive trend will persist into late December.



Berries—Raspberries

The production levels in Central Mexico continue to exhibit stability, with no notable fluctuations observed in the market dynamics.



Berries—Strawberries

Strawberry supplies continue to be limited across all districts; however, conditions are anticipated to enhance by the week's conclusion as volumes are projected to rise from Oxnard, Central Mexico, and Florida. Yields are consistently increasing across all three expanding regions of cultivation. Although demand continues to be robust, it is anticipated that the process of order fulfillment will become more manageable. The anticipated favorable weather conditions over the forthcoming two weeks are expected to contribute to the continuation of this positive trend.



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A Fresh Take on Value-Added Distribution

Citrus - Grapefruit

Marsh Rubies are currently in stock, reaching a peak availability of 48-count, and are being dispatched from Riverside and the San Joaquin Valley.



Citrus - Lemons

District 1 (San Joaquin) is initiating its season with a modest yield, as the fruit is still in the process of ripening and the volume remains constrained. District 3 (CA Desert/AZ) continues to be the primary area of focus, although there is an anticipated decrease in volumes, and availability of 140-count and smaller sizes is notably restricted. Mexican fruit is additionally accessible for loading in South Texas.



Citrus - Limes

The lime market is experiencing a contraction in volumes, and robust market activity is anticipated to persist until early 2026, driven by seasonal holiday demand. Currently, large sizes are experiencing a peak, whereas small sizes are anticipated to reach their peak by mid-December in conjunction with the new crop. Instances of occasional styling are evident in certain lots. Anticipations indicate an increase in prices during the holiday season; therefore, it is advisable to plan and make reservations in advance.



Citrus - Oranges

Navels are currently the predominant variety in full production. The markets are experiencing an upward trend



attributed to the reduced availability of smaller fruit, while the peak sizing is transitioning towards a 72-count configuration. The present duration for gas times is approximately 48 hours, with brix levels hovering around 12. Lower temperatures during the night have contributed to a decrease in gassing durations.

Grapes

The domestic harvest of green grapes concluded unexpectedly over the weekend, leaving behind a minimal volume and concerns regarding the quality of the remaining produce. This week and the next, domestic red grapes remain accessible; however, it is important to note that supplies are expected to diminish rapidly as December approaches. Initial import activity has commenced modestly on both coasts, with projections indicating a substantial rise in volume in the forthcoming weeks.



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Melons - Cantaloupe

The agreement regarding the Westside has been finalized. Offshore and Mexican cantaloupes are currently accessible. The pricing of offshore cantaloupe remains elevated as a result of vessel delays and diminished yields entering the U.S. market, sustaining high market levels until supply conditions improve. Offshore cantaloupes are currently reaching their peak at size 9, exhibiting exceptional quality and optimal brix levels. Mexican cantaloupes provide superior sizing. The supply

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challenges stemming from the protests in Mexico last week have shown signs of improvement this week.

Melons - Honeydew

Offshore and Mexican honeydews are currently accessible for consideration. The elevated offshore pricing can be attributed to vessel delays and diminished yields in the U.S., which sustains high market levels until there is an improvement in supplies. Offshore honeydews are currently reaching their peak on 5s, exhibiting exceptional quality and brix levels.



Melons - Watermelon

The domestic watermelon season has concluded. The prices remain stable, as Mexican watermelons from Nogales are consistently providing supply to the Midwest and East Coast regions. There is a restricted availability of supplies originating from Mexico through Texas and Nogales, influenced by the rainfall experienced last month. Offshore watermelons can be found, albeit in restricted quantities.



Pears

The pear market demonstrates stability, characterized by robust production levels of Anjou, Bartlett, Bosc, and Red pears. Foodservice sizes are easily accessible in a diverse range of options.



Pineapple

The pineapple market is stabilizing; however, it continues to exhibit tight conditions for both 8- and 10-count crownless and organic pineapples. Anticipate potential substitutions, cancellations, and modifications to orders for these items. The production of Mexican goods is on the rise; however, the volume of fruit being exported to the United States remains limited at this time.

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Stone Fruit

It is anticipated that imported peaches and nectarines will be available on both coasts by mid-December. Pomegranates and persimmons are nearing the end of their season, whereas Asian pears continue to be available in satisfactory quantities until December. The domestic kiwi markets are expected to maintain stability at elevated price levels.



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Vegetables

Asparagus

The supply of Mexican asparagus remains stable, characterized by a subdued demand and consistent pricing as we approach the end of December. The robust production levels observed in Southern Baja, Sonora, and Central Mexico are expected to sustain a steady volume. In contrast, the Caborca region is projected to reach its peak output around mid-January. The availability of jumbo sizes continues to be restricted. The production levels in Peru are on the rise, leading to an increase in volumes and the availability of XL/JBO. The quality is anticipated to be high; however, the warmer weather conditions will necessitate meticulous grading practices.



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the desert deal approaching its conclusion in the near future. Georgia: The season has effectively reached its conclusion. This week, Florida is experiencing a gradual uptick in activity, with the emergence of a new region, Loxahatchee, indicating promising developments ahead. In Mexico, there is a notable upward trend in volume as observed through the ports of McAllen and Nogales. It is anticipated that markets will exhibit stability or a slight decline following the holiday period, as an increase in supplies is projected for the first week of January, particularly concerning colored bell peppers.

Avocados

The current market conditions exhibit a softness attributed to the abundant fruit present on the trees, coupled with a notable decline in demand. Aventajada is presently the main crop undergoing harvesting and shipping, with dry matter and oil content consistently maintained in the mid-to-high 20s for both crops.



Bell Peppers

California: The current market is characterized by a lower volume of transactions and a prevalence of smaller sizes, with



Broccoli

As the Salinas season approaches its conclusion, the availability of broccoli is experiencing slight constraints, further exacerbated by recent precipitation events. The market is anticipated to maintain a stable trajectory as we progress into the upcoming week.



Brussel Sprouts

The availability of Brussels sprouts continues to be significantly constrained. The Salinas Valley and Oxnard regions are currently experiencing significant insect pressure, instances of decay, and a notable prevalence of smaller-sized sprouts.



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Cabbage

The availability of supplies has shown a notable improvement, resulting in a consistent and steady supply chain. The transition to Yuma is expected to enhance both market conditions and quality.



the greatest constraints in terms of availability.

Carrots

The harvesting process has commenced in the Bakersfield region. The availability of jumbo sizes continues to be constrained due to the smaller size of the fruit. This situation arises as shippers commenced their operations earlier than anticipated, prompted by adverse weather conditions. It is imperative that snack pack orders are submitted a minimum of 48 hours prior to the desired fulfillment time.



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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, the volumes are relatively low, yet production remains consistent, ensuring a sufficient supply and stable market conditions moving forward.



Eggplant

The tasks in Georgia have been completed, and the work in Florida, specifically in Immokalee, has also reached its conclusion. The volume is increasing in South and Central Florida as well as in Mexico, specifically Nogales. Markets are anticipated to trend slightly higher, with elevated freight costs potentially enhancing Florida's appeal for the East Coast.



Cauliflower

The availability of cauliflower is showing positive trends across various sizes and regions, with market conditions anticipated to progressively stabilize as we move into the following week.



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Celery

The provision of light supplies for this commodity continues to pose a significant challenge across the industry. The current implementation of elevated pricing on value-added products is in effect. Production in Yuma is anticipated to commence following the Christmas period. The concerns regarding quality are negligible, with only minor issues related to the seeder reported. Sizes that are smaller exhibit



Garlic

The development of the California garlic crop is advancing positively, characterized by high quality, and is further supported by the continuous influx of supplies from Mexico.



Green Onions

The availability of green onions continues to be significantly constrained as a result of recent precipitation, which has adversely affected crop yields. The market is anticipated to maintain its strength



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as we progress into the upcoming week.

Green Beans

The season for Georgia concluded prematurely as a result of inclement cold weather conditions. Florida has initiated preliminary harvests, with anticipated increases in volumes as Thanksgiving approaches; however, recent cold fronts may affect overall yields. The supply from the West is constrained; Baja presents the highest quality, whereas Sonora and Central Mexico continue to experience limitations. The state of Sinaloa is expected to contribute additional supply by the end of November, which will assist in stabilizing the market.



Kale

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



Lettuce—Iceberg

There has been a notable enhancement in supplies relative to the preceding weeks, and the production from Yuma is contributing to a moderate level of availability. The increase in pricing for value-added products is expected to persist until at least the conclusion of the week. Frequent issues observed upon arrival encompass brown butts, discoloration, and irregularly shaped heads. The weights vary between 36 and 42 pounds.



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Lettuce—Leaf

The production of romaine, along with green and red leaf varieties, has seen a notable increase. Butter lettuce continues to exhibit a notably restricted availability, a trend anticipated to persist throughout the week. Romaine hearts will be accessible; however, availability will continue to be constrained throughout the industry. All leaf items will remain on escalation for value-added products for a minimum duration of one week. Documented quality concerns encompass discoloration as well as burn at the tips and fringes.



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Lettuce—Tender Leaf

The availability of tender leaf items is currently constrained, attributed to diminished yields resulting from insect infestations and recent hail events. Anticipate that the availability of supplies will continue to be constrained over the course of the week.



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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 De-



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cember, 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. It is anticipated that prices will experience an upward trajectory in response to the growing demand. The weather conditions in Idaho have the potential to influence trucking operations, and currently, all products are being stored. The market conditions for the remainder of the year will be influenced by factors such as weather patterns and transportation logistics. Reefers and rail transport are favored options; the use of flatbeds is discouraged because of weather conditions.



Chili Peppers

The supply of Eastern produce is currently at a moderate level as Georgia approaches the conclusion of its season. Production is transitioning to Florida, where 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. Current supplies 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, and the supplies of stored crops are stable following the holiday period, although the availability of smaller counts continues to be constrained. Burbanks are on the rise, with Norkoths being the predominant variety. Washington potatoes exhibit exceptional quality, particularly excelling in mid-sized varieties. The trucking industry is significantly influencing the market dynamics. The initiation of the new crop of sweet potatoes is currently underway in North Carolina.



Squash-Yellow & Zucchini

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In Mexico, the volume of zucchini continues to be robust, while the availability of yellow squash is constrained, resulting in significant price disparities. The production levels in Florida are projected to rise over the forthcoming period of 7 to 14 days. It is anticipated that markets will experience a decline following the Thanksgiving period, as there is a noted decrease in demand coupled with an enhancement in supply levels.



Tomato on the Vine

The markets are exhibiting stability, with a slight downward trend following the Thanksgiving holiday.



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Flowers—Every Day Program

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



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