



# Fresh News

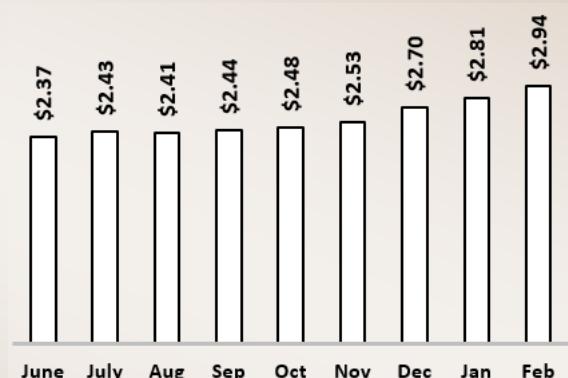
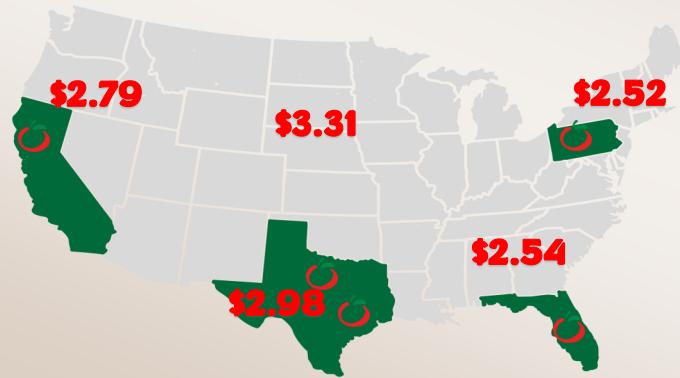
## Market Alert

Apples	Green Beans
Asparagus	Lettuce
Bell Peppers	Pineapple
Carrots	Strawberries
Eggplant	Watermelon
Green Onions	



## National Reefer Rate per Mile (Last Week per DAT)

### Trend



## Weather Alerts

WEATHER	Icon	Temp	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
			High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low
YUMA WEATHER	☀	72°F clear sky	72°F	54°F	75°F	54°F	70°F	54°F	66°F	48°F	64°F	48°F	64°F	50°F	72°F	50°F
HOMESTEAD WEATHER	☁	79°F scattered clouds	79°F	66°F	82°F	63°F	79°F	64°F	81°F	66°F	84°F	63°F	84°F	64°F	84°F	68°F
CULIACÁN WEATHER	〰	77°F smoke	86°F	59°F	90°F	59°F	91°F	59°F	91°F	61°F	91°F	59°F	90°F	57°F	93°F	57°F
YAKIMA WEATHER	☁	39°F overcast clouds	45°F	36°F	39°F	32°F	43°F	30°F	45°F	30°F	41°F	32°F	39°F	28°F	36°F	32°F
MCALLEN WEATHER	☀	84°F clear sky	84°F	61°F	86°F	55°F	88°F	64°F	91°F	66°F	95°F	70°F	97°F	70°F	77°F	68°F

# Tomatoes

## Domestic

Supplies of Roma tomatoes are currently limited on both sides of the border, as ongoing weather-related issues continue to affect the supply chain. In Florida, there are restricted quantities accessible from fields that withstood the frost and freeze event. Growers are currently engaged in harvesting activities at diminished levels, with operations anticipated to persist into early March. The initial and secondary selections have demonstrated commendable quality, provided that any fruit affected by cold damage is meticulously removed. However, the overall yields are diminished and are anticipated to remain lower throughout the rest of the harvest period. By mid-March, it is anticipated that supplies will experience further tightening and remain limited throughout April, due to significant damage sustained during plantings in the Palmetto/Ruskin area, necessitating replanting efforts. Current supplies of round tomatoes in Florida are experiencing a notable decrease, which aligns with expectations following the recent cold weather conditions. While a limited selection of fruit remains accessible, the overall quantity is relatively low. The quality of the harvested fruit has been predominantly satisfactory; nonetheless, an elevated percentage is being discarded as a result of cold damage. Across the state, the availability of round tomatoes is anticipated to be relatively improved compared to romas; however, it remains considerably lower than usual levels. This is attributed to certain recent plantings exhibiting bloom drop, which will constrain future production. Similar to the situation with romas, a complete recovery in Florida is not expected until the harvesting of the replanted Palmetto/Ruskin crops commences in May. The availability of grape tomatoes in Florida continues to be consistent, although it is somewhat below the typical levels observed. Although fruit remains accessible, it is anticipated that volumes will be somewhat limited over the next 4–6 weeks as a result of cold damage and bloom drop. The conventional rhythm of harvest has been altered, as lower temperatures have hindered color development and consequently elongated the picking schedule. We expect reduced volumes from Florida until the Ruskin/Palmetto districts become operational in May.



## Mexico

In the Western region, the supply is predominantly concentrated in Sinaloa, characterized by light to moderate volumes and a quality assessment ranging from fair to good. In light of the current season's erratic weather patterns, certain growers are projecting a slight increase in volume within the next fortnight. In Mexico, the season has not yet attained its usual peak, and overall production may fall short of the volumes observed in previous years. The quality of the product has been adversely affected by preceding rainfall and lower temperatures, leading to an increase in defects and variability from one lot to another. Light to moderate supplies are anticipated to persist over the forthcoming weeks, with a potential enhancement by mid-March as new plantings commence their production phase. In Mexico, grape tomatoes are sourced from Culiacan, where we anticipate an increase in volume as weather conditions stabilize and the region recovers from recent rainfall. Additionally, there are minimal shipments originating from the southern region of Baja. The overall quality of produce from Mexico has been assessed as fair to good, characterized by generally sound fruit; however, there exists some variability from one lot to another.



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# Fruits

## Apples

As we reach the midpoint of the 2025–2026 season, it is evident that this crop has continued to pose significant challenges for apples intended for food service applications. The overall size profile across all varieties has exhibited a tendency towards larger dimensions than what is typically observed. The interplay of reduced pack-outs alongside robust retail bag initiatives has culminated in an unprecedented demand and pricing structure for smaller, lower-grade apples. The anticipation of this dynamic remaining unchanged persists until the new crop is introduced.

## Alert



## Bananas

The availability of supplies remains consistent, supported by dependable shipping practices and well-regulated market conditions. The demand and pricing structures exhibit stability, with no anticipated disruptions on the horizon. The overall quality is satisfactory; however, it is advisable to remain vigilant for potential cosmetic concerns such as scarring and blemishes that may arise in the forthcoming weeks, influenced by extended transit times and fluctuating weather conditions.



## Berries—Blackberries

No notable alterations have occurred since the update provided



last week. Supplies continue to flow consistently from Mexico into Texas.

## Berries—Blueberries



The product is being sourced from Chile, Central Mexico, and California. The market conditions exhibit a robust and stable presence across all loading points, encompassing California, Texas, Florida, and New Jersey. The quality remains consistently high.

## Berries—Raspberries



The market exhibits stability, supported by sufficient supplies originating from Baja and Central Mexico. The quality continues to be satisfactory.

## Berries—Strawberries

## Alert



We are presently in the period leading up to Valentine's Day, which will extend into the following week. The production on the West Coast is experiencing a consistent upward trend, facilitated by optimal weather conditions. Central Mexico is currently facing reduced volumes attributed to weather conditions and certain quality issues. The state of Florida has experienced a prolonged period of severe freezing temperatures, and it is anticipated that recovery efforts will not commence until the following week.

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## ***Citrus -Grapefruit***

Star Ruby grapefruit are currently in season, reaching a peak size of 48ct, and are being transported from Riverside and the San Joaquin Valley.



## ***Citrus -Lemons***

District 3 (CA Desert/AZ) is set to complete its packing process this week, with only a limited number of final floors remaining available during the week of the 16th. District 1, located in the San Joaquin Valley, will function as the main agricultural area until District 2, encompassing Oxnard and Ventura County, begins its production phase from late March to early April. District 1 is presently experiencing peak counts of 140, 165, and 115.



## ***Citrus -Limes***

The prices of Mexican limes are experiencing an upward trend due to a decrease in No. 1 yields, resulting in a bifurcated market characterized by lower-cost off-grade limes and higher-priced premium varieties. There is a notable increase in the smaller sizes (230/250), while a tightening of the 110/150 sizes is anticipated in the upcoming weeks as the new crop cycle commences. The dynamics of freight and offshore competition are contributing to persistent cost pressures.



## ***Citrus -Oranges***

The California Navel crop is currently experiencing a peak in larger sizes.

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es, specifically 56ct and 72ct. In contrast, the availability of smaller sizes, such as 113ct and 138ct, is markedly constrained for the remainder of the season and extending into March. It will be essential to maintain adaptability regarding size and grade, allowing for the possibility of substituting larger Navel or Cara Caras when they are accessible. Placing advance orders (4–5 days) is essential, as the fulfillment of same- or next-day orders is contingent upon availability. Anticipate an increase in market values for small fruit and Choice/Fancy grades. It is advisable for educational institutions and Department of Defense programs to consider the acceptance of 72ct or 88ct fruit.

## ***Grapes***

The import season is currently at its peak, characterized by significant volumes originating from Peru and Chile. Supply levels are satisfactory on both coasts, pricing remains stable, and projections indicate that this market trend is likely to persist through April.



## ***Melons -Cantaloupe***

The transactions involving Westside and Nogales have been finalized. Offshore cantaloupes can be found in California, Texas, Florida, and the Northeast, with prices remaining stable as a result of consistent demand. It is anticipated that yields will be lower during the period from February 9 to February 16.



## *Melons - Honeydew*

Offshore and Mexican honeydews are currently accessible for procurement. The pricing of offshore products has reached a state of stability, attributed to delays in vessel arrivals and diminished yields, whereas the supply of Mexican honeydews has shown improvement.



## *Melons - Watermelon*

The diminished yields from newly established fields have sustained elevated prices for Mexican watermelon, whereas the cooler temperatures across the country have resulted in a slight decrease in demand. Watermelons sourced from offshore locations can be found in Florida. Provided that weather conditions are favorable, Nogales is expected to supply watermelons until April, after which there will be a shift to the domestic season. Personal and mini seedless watermelons exhibit enhanced availability.

### *Alert*



## *Pears*

The pear market demonstrates stability, characterized by robust production levels of Anjou, Bosc, and Red pears. A number of shippers have completed their Bartletts for the current season. Foodservice sizes are widely accessible in a diverse range of options.



## *Pineapple*

### *Alert*

The current state of the pineapple market exhibits stability in comparison to the previous week; however, it continues to experience constraints attributed to earlier rainfall and gaps in planting schedules. Contracts remain of utmost importance. It is anticipated that larger sizes will experience a gradual increase as we approach the conclusion of February. Regarding sizing, there is an increase in 6- and 7-crown counts, while 8-crown counts remain stable, and the 8/10 crownless category continues to exhibit tightness. The availability of organic pineapples is also constrained. This week, there are no reported delays at the ports; however, some delays are anticipated during the week of Valentine's Day.



## *Stone Fruit*

The availability of imported peaches, plums, and nectarines is robust on both coasts, accompanied by stable and reasonable pricing structures. A limited quantity of domestic kiwis is being shipped from California, whereas imports from Greece and Italy continue to uphold stable market conditions. Domestic Asian pears are currently being shipped from California and will persist in this distribution at least until March.



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# Vegetables

## Asparagus

Mexican asparagus initially satisfied demand early last week; however, by midweek, there was a significant tightening as Valentine's Day promotions escalated demand beyond available supply, resulting in minimal open-market volume by Friday. Promotions initially priced at \$18–\$20 FOB rapidly transitioned to \$30–\$36 due to a shortfall in Caborca production and the completion of output in other regions. The absorption of the limited Peruvian volume occurred rapidly, and minimal relief is anticipated prior to March. Large sizes continue to be exceptionally constricted.



## Avocados

The markets are exhibiting stability at reduced levels, characterized by an ample supply of fruit on the trees alongside a decline in demand. The peak sizes range from 40 to 48 count, exhibiting dry matter and oil content in the lower 30s, which contributes to an excellent eating quality. Notifications will be disseminated should there be any alterations in the avocado market.



## Bell Peppers

In summary, the availability of Eastern bell peppers is constrained as a result of losses incurred from the



## *Alert*

freeze in Florida. In response, Mexico has ramped up its production to partially alleviate the shortages and sustain higher market prices. The production and quality of Green Bells in Florida have experienced a decline, whereas the increasing imports from Mexico are contributing to a rise in prices. Red Bells: Mexico serves as the principal source, providing high-quality produce and demonstrating enhancements in yield, while market conditions are expected to remain stable in the near term.

## Broccoli

## *Alert*

This week, there is a noticeable contraction in broccoli supplies, and the heightened market conditions are indicative of the diminished availability. Anticipate an upward trajectory in pricing as we approach the weekend. The recent market increases are being driven by planting gaps that have arisen due to rain events occurring in late November and early December.



## Brussel Sprouts



The availability of Brussels sprouts is showing a positive trend in improvement. In the Oxnard region, agricultural producers are contending with challenges related to insect infestations, instances of decay, and a reduction in the size of their crops.

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## Cabbage

Supplies are showing a positive trend as both yields and quality exhibit notable enhancements. The decline in demand has contributed to the stabilization of markets. The quality is satisfactory, and it is anticipated that the supplies will progressively enhance in the forthcoming weeks.



## Carrots

The harvest in the Bakersfield region is approaching completion, while growers have commenced light harvesting activities in the Imperial Valley. Anticipated advancements within the California carrot industry are projected to manifest in approximately two weeks. Premature harvesting may lead to the production of smaller-sized carrots, which could adversely affect market viability. In the coming weeks, we anticipate robust sizing, complemented by favorable availability.

**Alert**



## Cauliflower

This week, the supply of cauliflower is notably constrained, leading to an anticipated increase in market prices. The limited availability of product is attributed to diminished harvests resulting from rainfall in November and December.

**Alert**



## Celery

The market for celery has experienced a contraction, akin to trends observed in other row crops. Smaller sizes are the most prevalent, whereas items that offer added value continue to command higher prices.



es. The overall quality exceeds the average standard, with a comprehensive range of sizes accessible from production in Yuma and Southern California.

## Cucumber

The increase in Mexican production is attributed to favorable weather conditions, which are driving supply levels higher. The situation in Florida has concluded due to freezing temperatures, while the volume from Honduras is restricted to contractual obligations, thereby maintaining stability in the markets.



## Eggplant

Florida's eggplant season has concluded until late March, positioning Mexico as the primary supplier during this period. The current dynamics of light Mexican supplies, coupled with robust demand and recent weather conditions, are contributing to elevated price levels. The anticipated demand is projected to exceed supply levels through mid-March, even in the event of production enhancements prior to Lent.

**Alert**



## Garlic

The California garlic crop is advancing well, exhibiting high quality, alongside a steady influx of supplies from Mexico.



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## Green Onions

### Alert

Green onion supplies remain tight due to recent rains and cooler weather reducing yields. The anticipated availability is projected to remain consistent throughout the upcoming week.



## Green Beans

### Alert

The market is currently facing considerable instability as a result of freeze risks in the Southeast region. The initiatives for crop protection and the disruptions in harvesting have resulted in a prompt prorated and significantly limited supply. The pricing has risen significantly, and a gap in replacements is anticipated until the arrival of weekend shipments and the assessments following the freeze at the beginning of the week provide clarity on the actual extent of crop loss. The quality of products is expected to fluctuate, and it is probable that higher prices will continue into the following week as agricultural fields become accessible again and producers assess the extent of the damage incurred. The pressure from substitution is anticipated to persist at elevated levels, and the overall market is projected to remain constrained for a duration of 1–2 weeks prior to the onset of normalization in conditions.



## Kale



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

## Lettuce—Iceberg

### Alert

The current market exhibits sustained activity and is anticipated to persist into February. Value-added items have ascended to a second-tier pricing structure, with projections indicating that supplies will remain constrained. Shippers indicate that the weights range from 35 to 39 pounds, noting the presence of some misshapen heads, ribbing, and discoloration of the outer leaves.



## Lettuce—Leaf



The market demonstrates robust demand for romaine, green leaf, and red leaf varieties, with value-added products derived from romaine commanding elevated prices. The majority of leaf items are demonstrating favorable weights and sizes, while romaine hearts are anticipated to be abundantly accessible throughout this week. The anticipated market demand is projected to experience an enhancement in the upcoming week.

## Lettuce—Tender Leaf



The availability of tender leaf items such as spinach, cilantro, and arugula continues to be constrained due to quality concerns and reduced yields, although a modest improvement is anticipated in the coming week.

## Mini Sweet Peppers



This week, the supply experienced a reduction attributed to the cooler and wetter climatic conditions observed in Culiacan. The quality continues to be satisfactory.

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## Onions

Onions are sourced from Washington, Idaho, and Utah, reflecting a robust domestic demand. The prices of yellow and red onions have maintained stability, whereas there is an upward trend in the prices of white onions. The dynamics of transportation are significantly shaping the market landscape. Onions from Mexico originating in Texas have commenced their availability, and it is anticipated that onions from the United States, specifically from Texas, will be available in March.



## Chili Peppers

The availability of supply continues to be limited across the country. The production levels in Florida are currently experiencing a seasonal decline, particularly with Cubanelles being notably limited in availability. The quality of older Eastern plantings is characterized by a range from fair to average, while the persistence of cold weather presents immediate risks to both current and forthcoming spring crops. The volume of Western produce from Sinaloa is characterized as light to moderate, exhibiting generally good quality. However, there is a notable scarcity of husked tomatillos, attributed to ongoing weather-related quality challenges. This situation is compounded by a rising demand for peeled products, which continues to exert pressure on the availability of tomatillos.



## Potatoes



The dynamics of supply and demand are favorable, as sheds are actively engaging in transactions. Finding smaller counts is increasingly challenging. Burbank potatoes are currently accessible, featuring Norkoths as the predominant variety. The current market for Washington potatoes indicates a peak in mid-sized varieties, characterized by exceptional quality. In contrast, the availability of both large and small counts remains limited. Florida colored potatoes are currently on the market, with trucking playing a significant role in influencing market dynamics.

## Alert

### Squash-Yellow & Zucchini



The interplay between supply and demand is advantageous, with sheds actively participating in transactions. Identifying smaller counts has become progressively more difficult. Burbank potatoes are presently available, with Norkoths being the primary variety observed. The present market dynamics for Washington potatoes reveal a notable prominence of mid-sized varieties, distinguished by their superior quality. Conversely, the accessibility of both substantial and minor counts continues to be restricted. Florida colored potatoes are presently available in the market, with trucking significantly impacting the dynamics of market conditions.

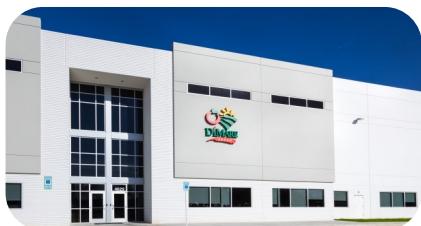
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## Flowers—Every Day Program

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



## 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  
Scranton, PA 18505  
Tel. 570-342-3121



**Tampa**  
8150 Eagle Palm Drive  
Riverview, FL 33578  
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