

Fresh News



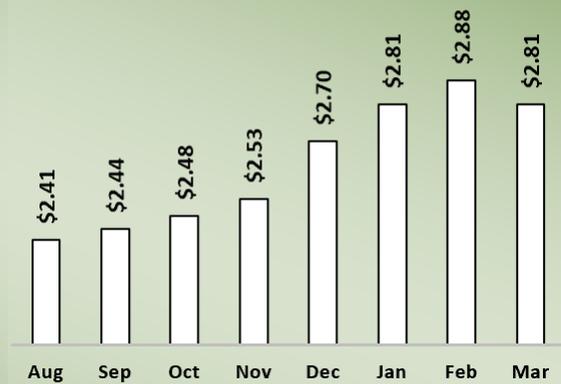
Market Alert

- Bell Peppers
- Broccoli
- Carrots
- Limes
- Oranges
- Cucumbers
- Eggplants
- Watermelon
- Pineapple
- Squash
- Tomatoes
- Raspberries



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sun	Mon	Tue	Wed	Thu	Fri	Sat
YUMA WEATHER 77°F clear sky	Moon	Sun 84°F/57°F	Cloud 72°F/55°F	Sun 79°F/52°F	Sun 82°F/54°F	Sun 95°F/64°F	Partly Sun 95°F/68°F	Cloud 95°F/68°F
HOMESTEAD WEATHER 75°F few clouds	Cloud	Sun 84°F/72°F	Sun 84°F/72°F	Sun 84°F/70°F	Sun 84°F/70°F	Cloud 84°F/72°F	Partly Sun 86°F/72°F	Sun 86°F/66°F
CULIACÁN WEATHER 75°F overcast clouds	Cloud	Sun 88°F/64°F	Cloud 84°F/64°F	Partly Sun 88°F/59°F	Sun 97°F/55°F	Cloud 100°F/61°F	Cloud 91°F/66°F	Cloud 99°F/64°F
MCALLEN WEATHER 73°F light rain	Cloud with rain	Sun 79°F/72°F	Cloud 93°F/72°F	Cloud 91°F/73°F	Sun 93°F/72°F	Sun 79°F/61°F	Sun 84°F/57°F	Sun 88°F/64°F

Tomatoes

ALERT



The availability of tomatoes in the United States is currently constrained, especially concerning Roma and round varieties, due to ongoing weather-related challenges that are affecting production in significant agricultural regions. During late January, sub-freezing temperatures in Florida had a considerable impact on yields, as well as on the sizing and overall quality of the produce. The shift into other Florida growing regions is anticipated to offer only minimal respite, given that this area has also experienced frost damage, which will constrain short-term production capabilities. Consequently, domestic volumes continue to be significantly lower than usual, and a substantial recovery from Florida is anticipated only in early April, coinciding with the commencement of new fields.

The supply from Mexico, which usually serves to mitigate the decline in domestic production during this timeframe, is currently falling short of anticipated levels. The impact of prior weather-related damage has constrained yields, while persistent quality issues are further influencing shipment dynamics. Moreover, the recent civil disturbances, road obstructions, and logistical setbacks in specific agricultural areas have impeded cross-border transportation, thereby exacerbating the constraints on the supply available to the U.S. market.



Round tomatoes exhibit a marginally improved supply compared to Romas; however, the overall availability continues to be limited, with heightened grade-outs further diminishing the quantity of usable product. Roma tomatoes remain the most limited variety, facing challenges from diminished yields alongside steady demand from both retail and foodservice sectors. Grape tomatoes represent the most stable segment at present, providing a comparatively better availability than other varieties. Nonetheless, recent cold temperatures have resulted in bloom drop, which is anticipated to restrict forthcoming production and constrict volumes in the upcoming weeks.

The demand continues to exhibit stability across both retail and foodservice sectors, thereby sustaining upward pressure on pricing dynamics. The market continues to exhibit a dynamic and heightened state, especially concerning Roma tomatoes and larger round sizes, due to constrained supply from both domestic and import sources.



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Fruits

Apples

The apple market exhibits a consistent stability, bolstered by sufficient storage supplies originating from Washington. The varieties Gala, Fuji, Honeycrisp, and Granny Smith are consistently accessible, exhibiting reliable quality. The pricing structure remains stable as the supply of stored fruit continues to meet market demands until the onset of the new crop in late summer.



through the month of March.

Blueberries

The availability of blueberries is currently at a moderate level, as supplies are in a transitional phase between imports from South America and production from Mexico. The current pricing structure remains stable as a result of the seasonal gap; however, an increase in volumes is anticipated in the forthcoming weeks.



Bananas

The supply of bananas continues to exhibit stability, characterized by well-balanced market conditions. The import volumes originating from Central and South America demonstrate consistency, and the quality remains commendable. The demand for bananas continues to be robust, as they are considered a fundamental fruit category, which contributes to the relative stability of pricing.



Raspberries

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The supply of raspberries continues to be constrained, although there are signs of improvement. The gradual increase in Mexican production is contributing to market stabilization. The persistent demand continues to uphold price stability.



Blackberries

The supply of blackberries from Mexico is showing signs of improvement as weather conditions begin to stabilize. The current market conditions exhibit a slight elevation, attributed to recent disruptions caused by weather events. However, a gradual softening is anticipated as production levels are projected to rise



Strawberries

The markets for strawberries continue to exhibit activity, with signs of improvement observed. Recent developments indicate that supplies from Central Mexico have become constrained, attributed to cooler weather conditions and delays at border crossings. Conversely, production levels in California are on the rise, which is expected to yield an increased volume of supplies through the month of March.



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Grapefruit

The production of grapefruit in Texas and Florida persists, characterized by consistent supplies and high quality. The current demand levels are characterized as moderate, while pricing trends exhibit stability.



Lemons

The lemon market is experiencing a strengthening phase as supplies from California become more constrained, coupled with a trend towards larger sizing, which in turn restricts the availability of smaller counts. The sustained demand continues to uphold elevated pricing levels.



Limes

The supply of lime from Mexico continues to be moderate while maintaining a consistent level of quality. The pricing landscape exhibits a degree of volatility, influenced by variations in harvest volumes and the dynamics of export demand.

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Oranges

The supply of navel oranges from California continues to be stable; however, there is a notable scarcity of smaller sizes, attributed to the adverse weather conditions experienced early in the season, which have impacted the development of the fruit. The market is predominantly characterized by the presence of large fruit.

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Grapes

The market remains predominantly influenced by imported grapes from Peru and Chile. The availability of supplies is consistent and of high quality; however, pricing continues to be somewhat elevated as a result of import logistics and seasonal changes.



Cantaloupe

The cantaloupe markets are exhibiting stability, bolstered by an enhancement in supplies originating from Central America and Mexico. The quality continues to demonstrate robustness, with favorable sugar levels being reported.



Honeydew

The current state of honeydew markets indicates a slight elevation, characterized by moderate supply levels originating from Mexico and Central America. The quality is typically satisfactory, exhibiting levels of sweetness that are deemed acceptable.



Mango

The availability of mangoes is on the rise due to enhanced production levels in Mexico. The markets are experiencing a modest easing, accompanied by a rise in trading volumes, while robust demand persists in both retail and foodservice sectors.



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Pineapple

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The markets for pineapples continue to exhibit stability, supported by a consistent supply originating from Costa Rica. The level of demand continues to be stable, whereas the supply is sufficient, though not in surplus.

Stonefruit

At present, domestic stone fruit is not in season. Markets receive a constrained supply of imports originating from Chile. The current volume is constrained, and pricing continues to be elevated until the commencement of early produc-



tion in California, anticipated for late spring.

Watermelon

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The persistent elevation in watermelon prices can be attributed to diminished yields and complications arising from the Mexican border situation. The recent decline in national temperatures has led to a modest decrease in demand; however, the constraints on Mexican crossings are redirecting attention towards offshore watermelons.

Vegetables

Asparagus



The availability of supplies continues to be constrained as production in Mexico faces challenges due to cooler weather conditions and a sluggish progression in the fields. The sizing is predominantly focused on larger spears, exhibiting limited flexibility and experiencing inconsistencies in arrivals at U.S. distribution points. The demand remains consistently robust as consumers transition from other limited green vegetables, thereby maintaining elevated market levels and limiting promotional efforts. The quality is typically deemed satisfactory; however, the shelf life may be adversely affected by weather-induced crop stress, thereby necessitating prompt turnover. There

is no anticipation of significant alleviation in the immediate future.

Avocados



The markets in Mexico have experienced a modest uptick. The peak sizes range from 40 to 48 count, exhibiting dry matter and oil content in the lower 30s, which results in exceptional flavor quality. Further information will be disseminated should there be any alterations in the circumstances.

Bell Peppers

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Supplies continue to be limited in both Central and West Mexico. Certain programs in Central Mexico are anticipated to conclude in early to mid-March, where-

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as West Mexico is experiencing smaller fruit and an earlier timeline. A season conclusion that is less typical due to the substantial harvesting of green bell peppers earlier in the growth cycle. Consequently, the beginning of March will present challenges regarding both dimensions and quality until Canadian production increases in roughly 3–4 weeks.

Broccoli

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While the availability of supplies continues to be constrained, there is a notable enhancement in quality as new fields commence their harvesting activities. Previous quality concerns were associated with the autumn precipitation in Yuma, AZ. The demand continues to exhibit robust strength. Supplies are anticipated to progressively enhance in the upcoming weeks, with initial volumes from Salinas projected to arrive shortly.

Brussel Sprouts



The quality and availability of Brussels sprouts are showing notable enhancements. The market is anticipated to maintain stability, with sufficient availability as we approach the upcoming week.

Cabbage



The quality and yields of the supplies continue to improve, which is a positive development. As a result of the decrease in demand, the markets have become more stable. The quality is satisfactory, and it is anticipated that the supplies will continue to improve over the next few

weeks.

Carrots

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The market continues to exhibit tight conditions due to the ongoing heavy rainfall and low temperatures in California, particularly in the Bakersfield region. These adverse weather conditions are causing significant disruptions to harvests, leading to reduced yields and the implementation of prorations. Currently, larger-sized carrots are not available, and it is anticipated that there will be a 3–4 week interval before supplies recover. The prevailing conditions are expected to remain constrained until the conclusion of the Bakersfield season, at which point production will transition to the Imperial Valley in mid-February. Initial forecasts for this region appear promising; however, they are not without associated risks. The support provided by the Southeast is minimal and insufficient to compensate for the shortfall experienced in California.

Cauliflower



Cauliflower The availability of supplies continues to be constrained and is anticipated to remain restricted for the forthcoming weeks. The impact of weather-related stress on winter plantings has led to a decrease in yields. The quality is moderate, exhibiting some yellowing and sporadic mildew, which is anticipated to improve as temperatures rise. It is anticipated that supplies will progressively rise over the forthcoming weeks.

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Celery



The market exhibits a general softness; nonetheless, there remains a notable increase in prices for value-added items. All sizes are accessible, with more favorable pricing originating from the Southern California area. A trend that is anticipated to persist over the course of the season. The reports on quality continue to reflect a positive outlook, with only minimal instances of seeding noted.

Cucumber

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The supply of cucumbers is currently constrained due to a decrease in production from Mexico, coupled with restricted import volumes. This situation has resulted in a stable market environment, characterized by robust demand. In Mexico, the output from Sinaloa is diminishing in anticipation of the upcoming transition in Sonora later this year. The month has seen a lighter volume, which has contributed to the support of higher prices. In Florida, the winter production phase has concluded, and the anticipated spring harvest is projected to commence between late March and early April. In Honduras, the shipments are predominantly governed by contracts, resulting in a constrained availability in the spot market, which commands elevated prices owing to a reduced import program.

Eggplant

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Due The primary source of eggplant supply is currently Mexico, as Florida's production diminishes due to the impacts of

freeze damage. The availability of resources is satisfactory, and the markets are exhibiting stability. The production in Florida is approaching completion, while the crossings from Mexico are contributing to the demand, albeit to a limited extent.

Garlic



The garlic crop in California is advancing well, exhibiting high quality, and is further supported by continuous supplies from Mexico.

Green Onions



The availability of green onions continues to be constrained, although there are gradual signs of relief from the highest price levels observed. The recent precipitation and cooler temperatures have resulted in a decrease in yields, and it is anticipated that the tight supplies will persist into the following week.

Green Beans



The availability of products continues to be limited as a result of persistent cool weather conditions in Mexico, coupled with the residual effects of previous freezes experienced in Florida. The quality exhibits variability, particularly in sizing and the presence of certain cosmetic defects; however, the overall eating quality remains consistent. The markets are projected to maintain a robust stance until the conclusion of February, with only slight enhancements expected as weather conditions become more stable.

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Kale

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



as satisfactory across various shipping providers.

Lettuce—Iceberg

By the end of this week, it is anticipated that supplies will become more limited, and this trend is projected to continue into the next week. It is highly likely that bug damage, lightweights, and puffiness will occur in Yuma as a result of the extremely warm temperatures that will begin on Wednesday. On Tuesday through Thursday, you may anticipate the finest deals; therefore, you should plan to place greater orders throughout this week in order to take advantage of the cheap pricing. The following week will see lively markets, and the price increases that have been implemented for all value-added lettuce products will continue.



Lettuce—Tender Leaf

Tender leaf items like spinach, cilantro, and arugula are now in good supply and are expected to remain steady into next week.



Onions

Onions can be sourced from the states of Washington, Idaho, and Utah. This week has witnessed a deceleration in demand, attributed to widespread weather-related apprehensions across the nation. The pricing of yellow and red onions has maintained stability, whereas there is an upward trend in the prices of white onions. The dynamics of transportation persist in shaping the market landscape. Onions from Mexico and Texas in the United States are currently accessible.



Lettuce—Leaf

The market exhibits stability for green and red leaf varieties, in addition to romaine, with supplies anticipated to maintain consistency over the course of the week. The pricing for value-added romaine is currently experiencing a decline and is expected to stabilize within the next day or two. The overall quality is assessed to be above average, with only minor instances of tip and fringe burn noted. However, it is important to consider that the warmer temperatures in Yuma may lead to an increase in these occurrences in the upcoming week. The weights and lengths have been consistently reported



Chili Peppers

Florida continues to experience significant shortages following freeze damage, particularly with Cubanelles and jalapeños, which are notably constrained. A substantial recovery is not anticipated until the new South Florida acreage commences in approximately four weeks, while the restart in Plant City has been rescheduled to mid-April. In the Western region, the supply levels from Sinaloa are currently characterized as low to moderate, a situation attributed to ongoing weather disturbances as well as heightened pressures from diseases and pests. Tomatillos exhibit a



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particularly firm husk quality, and the limited supply from Central Mexico is insufficient to alleviate the existing shortages.

Potatoes

The dynamics of supply and demand are favorable, as sheds are engaging in active negotiations. Smaller counts are becoming more constrained. The availability of Burbank potatoes has been confirmed, with Norkoths being the predominant variety offered. Washington potatoes exhibit superior quality, particularly in the mid-size category, whereas the availability of both large and small sizes remains constrained. Florida color potatoes are currently available, and the trucking industry continues to exert an influence on the market dynamics.



Squash-Yellow & Zucchini

ALERT

Florida's supply is currently constrained due to damage incurred from the February freeze, with a recovery anticipated in the next 2 to 3 weeks. The robust demand for Nogales fruit is sustaining elevated prices, especially for yellow varieties, which exhibit greater sensitivity to weather conditions. The movement of crops from Sinaloa to Sonora is underway, and it is anticipated that market prices will sustain a high level for the coming weeks.



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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
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Tampa
8150 Eagle Palm Drive
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