



Fresh News

Market Alert

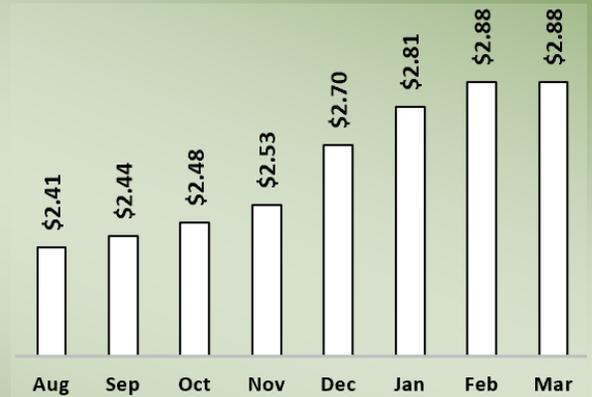
- Bell Peppers
- Carrots
- Cucumbers
- Eggplants
- Limes
- Oranges
- Pineapple
- Raspberries
- Squash
- Stonefruit
- Tomatoes
- Watermelon

Market Overview

Overall market conditions remain highly dynamic, with weather disruptions, seasonal transitions, and freight costs continuing to influence supply, quality, and pricing across multiple commodities. Elevated fuel prices and tightening truck availability are contributing to higher delivered costs nationwide, while regional weather patterns are accelerating some harvests and delaying others.

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
YUMA WEATHER 90°F clear sky	Sunny	Sunny (99°F/68°F)	Sunny (95°F/68°F)	Cloudy (97°F/64°F)	Sunny (99°F/64°F)	Sunny (99°F/66°F)	Sunny (102°F/68°F)	Cloudy (100°F/79°F)
HOMESTEAD WEATHER 90°F clear sky	Sunny	Sunny (99°F/68°F)	Sunny (95°F/68°F)	Cloudy (97°F/64°F)	Sunny (99°F/64°F)	Sunny (99°F/66°F)	Sunny (102°F/68°F)	Cloudy (100°F/79°F)
CULIACÁN WEATHER 84°F clear sky	Sunny	Sunny (88°F/64°F)	Sunny (91°F/66°F)	Sunny (97°F/66°F)	Sunny (97°F/66°F)	Sunny (95°F/66°F)	Cloudy (97°F/68°F)	Cloudy (100°F/72°F)
MCALLEN WEATHER 84°F clear sky	Sunny	Sunny (86°F/63°F)	Sunny (90°F/64°F)	Sunny (91°F/66°F)	Sunny (90°F/68°F)	Cloudy (90°F/68°F)	Cloudy (90°F/68°F)	Cloudy (75°F/63°F)

Tomatoes

ALERT



Domestic

Round tomato supplies are entering a more constrained phase as both Florida and Mexico face production difficulties. Several growers are presently in the process of transitioning their fields, as recent freeze events have led to diminished yields, smaller fruit sizes, and an increase in grade-outs. Consequently, the total available volume is notably reduced compared to the usual levels expected during this period, especially concerning larger sizes. The availability of Roma tomatoes is becoming increasingly constrained as both regions encounter simultaneous production challenges. In Florida, the fields affected by the freeze are currently undergoing harvesting, which has led to diminished yields, reduced sizing, and heightened challenges regarding quality. The supply of grape tomatoes is starting to reflect the impact of previous weather events, leading to a noticeable contraction in overall availability. In Florida, various plantings are currently undergoing harvesting; however, the yields are diminished due to factors such as bloom drop and stress related to cold conditions, leading to a decrease in the volume that can be utilized.

Mexico

The round tomato is approaching the conclusion of the Sinaloa season, during which crops have faced challenges due to disease pressure and previous unfavorable weather conditions, resulting in variability in quality and diminished usable yields. Although the product continues to be distributed, the inconsistency in pack-outs is hindering a dependable supply. As Florida navigates its post-freeze recovery phase and Mexico undergoes its seasonal transition, the availability of tomatoes is anticipated to remain constrained in the coming weeks. This situation is likely to result in stable market conditions, accompanied by ongoing fluctuations in quality. The production of Roma tomatoes in Mexico is currently facing a decline, as the Sinaloa season concludes earlier than anticipated. The persistent challenges posed by disease pressure and plant fatigue have resulted in a notable decline in yields and variability in quality. Although production in Sonora has commenced, the volumes have not yet increased to a level that can counterbalance the decline. Consequently, the supply within the industry continues to be constrained, and consumers should anticipate ongoing stability in the market, accompanied by fluctuations in quality in the weeks ahead. In Mexico, the production of grape tomatoes remains consistent, though it is not particularly plentiful. The quality varies from fair to good, influenced by both the region and the timing of the harvest. With the decline of older plantings and the ongoing development of new production, the supply is anticipated to remain manageable, albeit tighter than usual, accompanied by some ongoing variability in quality. In summary, it is anticipated that constrained supplies and robust market conditions will continue through March, with a gradual enhancement expected as Florida's production rebounds and Mexican harvest volumes rise as early spring approaches.



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Fruits

Apples

Apples The apple market is gradually firming as overall supplies decline. This season's crop is skewed toward larger fruit due to growing conditions, leaving smaller sizes increasingly difficult to source. Retail programs continue to absorb much of the small fruit, limiting availability for foodservice. Buyers should anticipate continued firmness and plan for flexibility in sizing or varietal substitutions.



prioritizes smaller formats. Supplies are expected to tighten further in the coming weeks.

Raspberries

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Supply is currently very light as Baja production winds down and Central Mexico begins to decline. Availability is expected to remain tight until the next production cycle begins in mid-April.

Bananas

The banana market remains stable with consistent supply and reliable logistics. Pricing and demand are balanced, and no major disruptions are expected. Quality is generally good, though some cosmetic issues may appear due to extended transit times and variable weather conditions.



Strawberries

California production continues to exceed expectations, offering strong volumes and high-quality fruit. Improved growing conditions have resolved earlier weather-related issues, while Florida production remains lighter due to heat and humidity. Overall, the market is favorable with promotable opportunities.



Blackberries

Volumes are limited and trending downward. Supply is expected to remain light in the near term, keeping markets elevated.



Grapefruit

The Grapefruit supplies are generally steady, with product available from California and Texas. Peak sizing is currently centered around mid-range counts, with consistent quality and good internal characteristics. While availability is adequate, supplies from Texas remain somewhat lighter, and overall markets are expected to hold steady. Grapefruit continues to be a reliable citrus option compared to other categories experiencing tighter supply conditions.



Blueberries

While pint availability remains adequate, total volume is beginning to decline. Larger pack sizes are limited as production



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Lemons

Supply is improving as California transitions into spring production. Smaller sizes are most readily available, while larger fruit remains somewhat limited. Quality is generally strong, and markets are gradually easing.



Limes

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Availability remains tighter than normal due to earlier production challenges in Mexico. Demand is steady, keeping pricing elevated. Fruit is trending toward medium sizes, with fewer large limes available.



Oranges

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Supply is heavily skewed toward larger sizes due to earlier weather patterns, leaving smaller counts extremely limited for the remainder of the season. Quality on larger fruit is strong, but consistent supply of small fruit will not be achievable. Substitutions such as mandarins or Cara Cara oranges should be considered.



Grapes

Red grapes are stabilizing overall, though premium green varieties remain under pressure due to supply imbalances and shifting import regions.



Cantaloupe

Supplies are currently stable but showing signs of tightening. Sizing is trending



larger, which is limiting availability of smaller counts and creating upward pressure on those sizes. Offshore production remains the primary source, with strong demand supporting higher pricing levels. Overall quality is good, with strong color and eating characteristics. However, as offshore programs wind down and demand increases with warmer weather, markets are expected to remain firm with potential for additional upward movement in the near term.

Honeydew

Supplies continue to decline due to ongoing disease pressure in key offshore growing regions, particularly Guatemala and Honduras. These challenges are reducing yields and impacting fruit quality, with smaller sizing and lower sugar content being reported. Availability is expected to remain tight through the remainder of March, and sourcing flexibility—especially on size specifications—will be important. Market conditions are expected to stay elevated until production stabilizes or new regions come online.



Mango

Mango supplies are transitioning between growing regions, with Mexico serving as the primary source. Overall availability is steady but expected to tighten slightly in the near term as older fields wind down and new crop production continues to ramp up. Sizing is variable, with better availability on smaller to mid-size fruit. Quality is generally good, though some variability may occur



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depending on region and harvest timing. Demand is gradually increasing with seasonal trends, and markets are expected to remain steady to slightly higher as supply transitions continue.

Pineapple

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Supplies are beginning to tighten as growers adjust harvest timing to improve fruit maturity and overall quality. Crownless fruit remains especially limited due to ongoing weather challenges. While current supply is manageable, markets are expected to gradually firm in the coming weeks as availability becomes more constrained.

resulting in light volume and variable quality. Domestic production from California has not yet begun in meaningful volume, and availability is expected to remain minimal through the remainder of March. Markets are typically higher during this period due to limited supply and increased demand ahead of the spring season. Improved availability and more consistent quality are expected as California production ramps up in late April into May.

Watermelon

ALERT



Markets remain elevated due to limited supply and continued reliance on Mexican production. Offshore programs are wrapping up, and domestic production has not yet started, creating a supply gap. Warmer weather is driving increased demand, keeping pricing firm. Availability is expected to remain tight until new domestic harvests begin.

Stonefruit

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Remains in a pre-seasonal transition phase, with very limited availability in the market. Current supplies are primarily imported or from early transitional regions,

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Vegetables

Asparagus



Supplies are gradually improving as production transitions from winter into spring. Mexico continues to be the primary supplier, with early volumes from California beginning to build. Overall availability is increasing, though sizing remains inconsistent, with better supply on standard sizes while jumbo and extra-large remain more limited. Demand has softened slightly following early March promotions, helping stabilize the market. Quality is generally good, with strong color and tight tips, although some heat-related issues are being reported in southern growing regions. Markets are expected to remain steady as additional regional production comes online.

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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Remain tight across both coasts due to freeze damage in Florida and reduced production in Mexico. Availability is especially limited on larger sizes and higher-quality product.

Broccoli



Supplies are improving as harvesting transitions into new fields. Quality is recovering from earlier weather impacts, and availability is expected to continue increasing in the coming weeks.

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



Supply and quality remain steady with good yields. Demand has increased slightly, but pricing remains stable with no major changes expected in the near term.

Carrots

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The carrot market remains extremely tight due to earlier heavy rain and cold temperatures in California. Production disruptions have led to reduced yields and limited availability, particularly on larger sizes. A supply gap is expected to persist for several weeks until new production stabilizes.

Cauliflower



Supply remains limited due to prior

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weather-related issues and reduced yields. Quality is fair, with some insect pressure. Conditions are expected to improve as production shifts to new growing regions.

Celery

The market remains tight due to on-going weather stress impacting crop performance. Strong demand continues to support elevated pricing, though gradual relief is expected as additional production regions come online.



Cucumber

ALERT

Supply is tight, particularly in the Eastern market where reliance on imports is impacting quality and availability. Florida production is expected to gradually improve supply, while Canadian production will provide additional relief in early April. Mexico is struggling with limited volume and high market.



Eggplant

Supplies remain adequate overall, with Mexico continuing to provide the majority of volume. Florida production is present but limited following recent freeze impacts, resulting in a shorter and lighter season than typical. Markets are generally steady, supported by consistent demand and stable Mexican crossings. Quality is good, though some variability may occur depending on region and transit times. Availability is expected to remain stable in the near term, with only minor fluctuations in pricing.



Garlic

Supply remains steady with good quality from both domestic and Mexican sources.



Green Onions

Improving but still recovering from earlier supply constraints.



Green Beans

Supplies are extremely limited due to weather-related yield reductions in Florida and limited availability from Mexico. Quality is variable, and markets remain elevated with ongoing supply pressure.



Kale

Kale supplies are steady with consistent production coming from both California and desert growing regions. Demand remains moderate, and overall quality is fair to good, with occasional minor issues related to weather stress. Markets are stable with little fluctuation expected in the near term. Availability is expected to remain reliable, making kale a consistent item compared to more volatile commodities.



Lettuce—Iceberg

Supplies are strengthening as production increases, though quality remains fair due to environmental stress. Markets are beginning to ease and are expected to continue softening.



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Lettuce—Leaf

Supply remains steady, though quality challenges continue, including fringe burn and insect pressure. Markets remain active but are expected to ease as conditions improve. Availability is steady with moderate demand. Quality concerns such as insect pressure and outer leaf issues persist but are manageable. Markets are stable.



duced production in Florida and Mexico. Markets are expected to remain firm in the near term.

Potatoes

Potato supplies remain steady overall, with availability coming from multiple storage regions across the U.S. Demand is consistent, though transportation costs continue to influence delivered pricing. Quality is generally good, with sizing and pack-outs meeting expectations. As storage supplies continue to move through the system, markets are expected to remain stable, with potential for slight upward pressure later in the season depending on freight and demand trends.



Lettuce—Tender Leaf

Supplies are improving with steady demand. Markets are easing as volume increases, and continued warm weather should support further availability.



Onions

Supply remains strong with good quality. Pricing is trending downward on larger sizes, making this one of the more stable items in the market.



Squash—Yellow & Zucchini

Supply remains below normal due to recent cold weather impacts in Florida. Zucchini is more available than yellow squash, but both remain tight. Markets are expected to remain elevated in the short term.



Chili Peppers

Availability remains tight, particularly for jalapeños and poblanos, due to re-



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Flowers—Every Day Program

- Fixed pricing programs
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Fort Worth, TX 76155
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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
Tel. 813-671-8200

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