



Fresh News

Market Alert

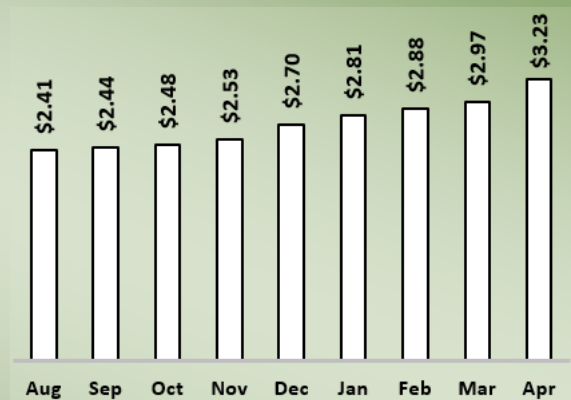
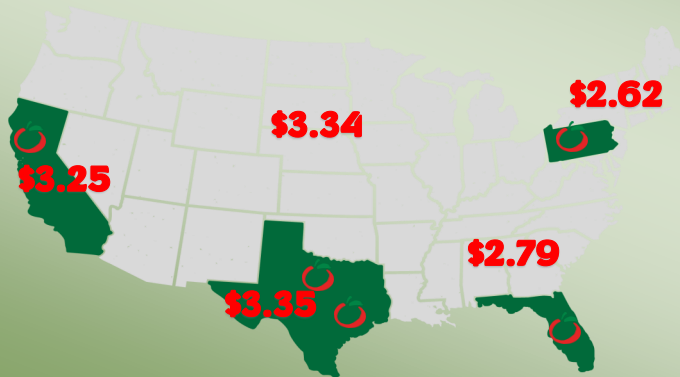
- Asparagus
- Broccoli
- Brussell Sprouts
- Carrots
- Cauliflower
- Citrus
- Lettuce
- Onions
- Pineapple
- Tomatoes
- Strawberries

Market Overview

Widespread “demand exceeds supply” conditions across key categories. Weather (rain + prior freezes) and regional transitions are the main drivers. Freight delays and quality variability continue to impact fill rates. Ongoing quality issues affecting usable volume. Continued need for flexibility on specs, sizing, and substitutions.

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current Weather	Current Temp	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
YUMA WEATHER	broken clouds	73°F	75°F / 55°F	79°F / 55°F	84°F / 50°F	90°F / 61°F	81°F / 57°F	88°F / 57°F	90°F / 63°F
RUSKIN WEATHER	scattered clouds	84°F	84°F / 68°F	86°F / 68°F	88°F / 68°F	82°F / 68°F	81°F / 73°F	81°F / 73°F	81°F / 72°F
CULIACÁN WEATHER	broken clouds	97°F	97°F / 68°F	102°F / 70°F	102°F / 70°F	106°F / 72°F	97°F / 70°F	100°F / 70°F	99°F / 66°F
SONORA WEATHER	clear sky	84°F	84°F / 64°F	86°F / 59°F	88°F / 63°F	95°F / 68°F	82°F / 70°F	81°F / 59°F	88°F / 61°F
MCALLEN WEATHER	overcast clouds	90°F	90°F / 77°F	97°F / 77°F	100°F / 75°F	100°F / 73°F	95°F / 75°F	90°F / 72°F	88°F / 68°F

Tomatoes

ALERT



Florida

Significant supply restrictions have been caused by freeze damage that occurred earlier in the season, and Florida continues to be the location with the most severe constraints. Production is currently at its lowest point, with large prorates and widespread quality concerns, including sizing variations and irregular packouts. These issues have caused the production to reach its lowest point. Due to the fact that there is not enough supply to satisfy the demand, Florida is the primary driver of increased prices across the nation.

Mexico (Mainland & Baja)

The country of Mexico is currently in a period of transition, and the overall volume is being limited by production disparities across growing regions. The supply, notably for rounds and romas, is below typical levels, despite the fact that crossings are still open to this day. The Baja region is starting to ramp up, but significant volume increases are not anticipated until the latter half of April or the beginning of May. As a result of maturation and weather-related difficulties, quality continues to be uneven. Sections of California and the Desert The western desert regions are not yet contributing a large amount, but it is anticipated that they will provide relief when production increases. The market is currently waiting for these locations to stabilize their supply despite the fact that the current availability is modest. Once it is operational, California is anticipated to contribute to the normalization of pricing and availability.



Overall Market Outlook

The tomato market is currently suffering a supply crunch that is typical of the industry and is caused by overlapping regional shortages. The combination of weather-related disruptions in Florida, transitional gaps in Mexico, and delayed output in the western region has resulted in a constrained supply across all goods and services categories. Despite the fact that sizing and packouts continue to limit useful volume, quality continues to be uneven. In spite of the fact that a modest recovery is forecast at the end of April and the beginning of May, the conditions in the near future will continue to be restricted, notably for rounds and romas.



A Fresh Take on Value-Added Distribution

Fruits

Apples



The apple market remains relatively balanced, though underlying structural tightness persists in smaller size categories. Industry-wide growing conditions—particularly heat stress during the prior season—have shifted sizing toward medium and large fruit, leaving 125/138 counts extremely limited. Washington’s reduced Gala output further compounds supply constraints, particularly on smaller retail-driven packs. Demand is seasonally softening as schools move toward summer recess, helping stabilize pricing despite constrained inventories. Retail bag programs continue to absorb smaller fruit, leaving premium sizes tight across core varieties such as Honeycrisp, Gala, and Pink Lady. Markets are expected to remain firm, with substitution strategies recommended where size specifications cannot be met.

Bananas



Banana supply remains adequate in the near term but is trending toward tighter global availability due to elevated demand and production challenges in key tropical growing regions. Disease pressure, declining yields, and rising input costs are contributing to structural tightening in supply chains. While current quality remains strong and consistent, market participants are advised to maintain disciplined procurement strategies and steady ordering patterns

to avoid disruptions. Longer-term outlook suggests continued volatility as global production struggles to keep pace with consumption growth.

Blackberries



Blackberry production is transitioning out of peak cycles in Central Mexico, resulting in tightening supply conditions. Elevated temperatures have introduced plant stress, reducing premium-grade output and contributing to softer overall quality profiles. While total volumes remain manageable, the proportion of high-grade fruit has declined, creating selective tightness in premium packs. Relief is not expected until early May when new regional production begins to supplement supply.

Blueberries



Blueberry markets are currently in a transitional phase, characterized by uneven supply and regional misalignment. Mexican production remains limited due to plant fatigue, while Florida volumes are constrained by prior freeze events. California and Pacific Northwest regions are beginning seasonal ramp-up, though meaningful volume increases are not expected until May. Pricing remains elevated due to tight supply, though downward pressure is anticipated as domestic production strengthens.

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Raspberries



Raspberry availability remains constrained as Mexico transitions through a low production cycle driven by field fatigue and environmental stress. While quality remains generally acceptable, supply is insufficient to meet demand, resulting in elevated market conditions. Incremental improvement is expected toward late April and early May as Baja and other regions begin to contribute additional volume.

Strawberries

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Strawberry markets are highly sensitive to recent weather disruptions, particularly rainfall across California growing regions. Harvest delays and field access issues are reducing fill rates and increasing the likelihood of order cuts in the near term. While baseline supply remains steady, quality variability—particularly related to moisture damage—continues to challenge consistency. Short-term production dips are expected, with recovery dependent on drying conditions and field stabilization.

Grapefruit

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Grapefruit supply is generally stable, with California Star Ruby varieties dominating current availability and peaking on larger size profiles. Texas production is tapering, contributing to tighter supply conditions in certain markets. Overall demand remains steady, with quality reported as good; however, limited regional diversity may create localized supply constraints.

Lemons

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Lemon markets are characterized by pronounced size imbalances, with larger fruit dominating supply and smaller sizes commanding premium pricing. California's District 2 is the primary growing region, supported by District 1, though quality variability persists due to coastal conditions and extended hang time. Markets remain firm, with no significant improvement in size distribution expected until new crop arrivals later in the season.

Limes

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Lime markets remain extremely volatile due to reduced Mexican production, weather-related harvest delays, and ongoing logistics constraints. Supply is heavily skewed toward smaller sizes, leaving larger counts in critically short supply. Quality inconsistencies and strong demand continue to drive elevated pricing, with limited relief expected before mid-May.

Oranges

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Orange supply remains adequate overall; however, significant size skew toward larger fruit continues to create shortages in small and mid-size categories. California Navels dominate the market, with the transition to Valencia varieties underway. Quality remains generally good, though advancing maturity raises shelf-life concerns. Substitution flexibility will be essential for maintaining program continuity.

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Grapes

Grape markets are transitioning between offshore and domestic seasons, resulting in tightening supply—particularly for green varieties. Red grapes remain more stable, though availability is expected to tighten as South American imports wind down. Mexican production is anticipated to begin shortly, though minimal overlap will likely sustain short-term supply pressure and upward pricing trends.



demand. Markets are stable, though regional weather patterns may introduce short-term variability.

Pineapple

Pineapple markets are tight, particularly for larger size fruit, as strong demand continues to outpace supply. Contract commitments are prioritized, limiting spot availability. Elevated pricing is expected to persist through April, with continued supply pressure into Q2.



Cantaloupe

Cantaloupe supply remains limited due to ongoing retail promotions and transitional production gaps. Offshore and Mexican supplies are currently supporting the market, with domestic production expected to begin in May. Pricing has stabilized slightly, though supply constraints persist in the near term.



Stonefruit

Stonefruit supply remains limited as the market awaits the transition into domestic production. Early season volumes are minimal, and demand is building in anticipation of new crop availability. Markets are expected to strengthen as California production ramps up.



Honeydew

Honeydew markets are similarly constrained, with supply increases from Mexico insufficient to fully meet demand. As a result, pricing remains elevated and availability is inconsistent. Market conditions are expected to remain tight through the transition period.



Watermelon

Watermelon supply is transitioning, with early-season domestic production beginning to supplement imports. Availability is improving gradually, though pricing remains influenced by regional supply gaps.



Mango

Mango supply remains steady, with Mexico serving as the primary supplier. Seasonal conditions are favorable, and supply is generally sufficient to meet



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Vegetables

Asparagus

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Asparagus markets remain extremely tight due to declining Mexican production and delayed ramp-up in Baja and domestic regions. Peru continues to supplement supply but is constrained by freight costs and demand pressures. Market conditions are expected to remain elevated until mid-year alignment of growing regions.

remains strong, driving elevated pricing with no immediate relief expected.

Brussel Sprouts

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Brussel sprout supply is tightening, with markets trending upward as demand increases. Availability remains adequate but is expected to become more constrained in the near term.

Avocados



Avocado supply is steady with good quality, supported by strong Mexican harvest volumes. Sizing is currently peaking on mid-range counts, with excellent eating quality reported. Markets remain stable, though promotional demand may tighten select sizes.

Cabbage



Cabbage markets are tightening moderately due to transitional supply conditions and weather impacts. While still available, pricing is beginning to firm as supply tightens.

Bell Peppers



Bell pepper markets are in a severe supply deficit, driven by freeze damage in Florida and limited Mexican production. Quality challenges and transitional gaps have further constrained availability. Relief is not expected until western desert regions begin contributing volume.

Carrots

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Carrot supply is improving gradually as production transitions to California growing regions. While sizing challenges persist, overall availability is expected to improve in the coming weeks as harvest conditions stabilize.

Broccoli

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Broccoli supply is extremely limited due to weather-related yield reductions and regional transitions. Demand

Cauliflower

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Cauliflower supply is extremely tight due to lower yields and seasonal transitions. Markets remain elevated with continued upward pricing pressure expected.

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Celery

Celery markets remain strong, with demand exceeding limited supply following regional transitions. Elevated pricing and tight availability are expected to persist until production improves.



to production gaps and transitional growing regions. Markets remain elevated with inconsistent availability.

Cucumber

Cucumber supply is mixed, with improving production in Mexico and Florida but still below peak levels. Eastern markets remain particularly tight due to reliance on imports and quality issues.



Kale

Kale supply is stable with good quality and consistent availability. Market conditions are steady with no significant volatility expected.



Eggplant

Eggplant supply remains limited due to reduced domestic production and transitional gaps. Mexican supply is supporting the market, though overall availability remains constrained with elevated pricing.



Lettuce—Iceberg

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Supplies continue to fall short of the budget. A gap has been created as a result of the fact that fields have been 10 to 15 days ahead of their scheduled slots. The climate has been beneficial, but there is a possibility that rain will be a hindrance to harvesting at the beginning of this week. Overall, the quality is still satisfactory. Although there are some cosmetic concerns, the crews are now working on fixing them in the field. While I am peeling a few additional cap leaves, the weights are still satisfactory. Price levels are exceedingly high due to the market's high level of activity.

Garlic

Garlic supply is steady with good quality, supported by both domestic California production and imports from Mexico. Markets remain stable with no significant disruptions expected.



Lettuce—Leaf

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All of the cartons and hearts have been updated to reflect the Salinas season, which features weights that are lighter than usual and smaller heads on the carton 24s. A very minor cupping might be seen on the hearts. Because of the warmer weather, there is a possibility that there will be quality difficulties, such as fringe burn, bending, and increased pest pressure. It is anticipated that rain will fall in the Salinas Valley during the beginning of the next week. A decrease in

Green Onions

Green onion supply is stable with consistent availability and good quality. Market conditions are expected to remain steady in the near term.



Green Beans

Green bean supply is limited due



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supply is anticipated during the next few weeks, despite the fact that demand is high.

Lettuce—Tender Leaf

Tender leaf varieties remain available but are experiencing tightening conditions due to increased demand and weather disruptions. Quality is generally stable, though supply variability is expected.



Onions

ALERT



Onion supply is transitioning, with Texas limited due to rain and California emerging as the primary supplier. Markets remain tight as supply rebuilds.

Chili Peppers



Chili pepper supply is highly inconsistent across varieties, with several items in

extremely tight supply due to regional transitions and weather impacts. Markets remain volatile.

Potatoes

Potato supply remains stable overall, though logistical challenges and freight pressures may impact availability in certain regions. Markets are steady with consistent demand.

Squash—Yellow & Zucchini

Squash markets have tightened rapidly as demand outpaces supply. Availability remains present but constrained, resulting in upward pricing pressure and potential supply gaps.



A Fresh Take on Value-Added Distribution

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
 Tel. 813-671-8200

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