



# Fresh News

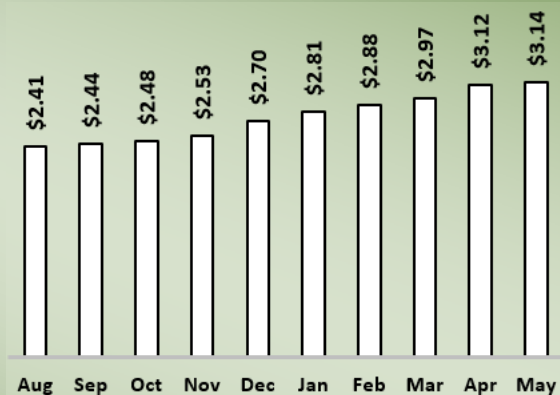
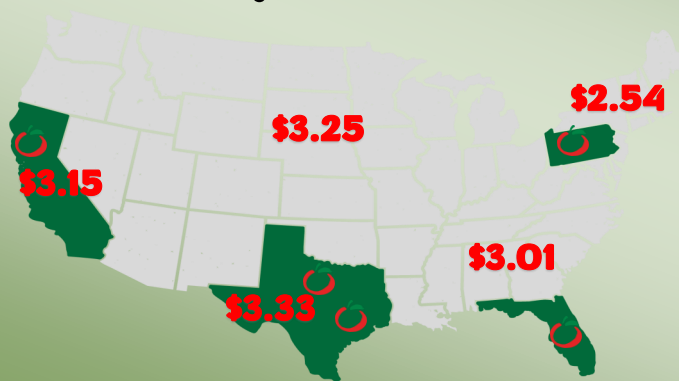
## Market Alert

- Asparagus
- Carrots
- Lemons
- Oranges
- Onions
- Pineapple
- Strawberries
- Tomatoes



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

## Trend



## Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
RUSKIN WEATHER	82°F clear sky	91°F 73°F	91°F 75°F	84°F 72°F	86°F 72°F	86°F 75°F	88°F 75°F	88°F 75°F
SALINAS WEATHER	61°F clear sky	64°F 52°F	75°F 55°F	75°F 52°F	68°F 50°F	64°F 50°F	68°F 48°F	70°F 50°F
CULIACÁN WEATHER	93°F clear sky	106°F 66°F	109°F 72°F	104°F 75°F	106°F 79°F	104°F 75°F	104°F 73°F	102°F 73°F
SONORA WEATHER	95°F clear sky	99°F 72°F	102°F 73°F	100°F 75°F	99°F 77°F	99°F 75°F	97°F 70°F	97°F 66°F
MALLEN WEATHER	86°F broken clouds	90°F 75°F	88°F 73°F	93°F 73°F	91°F 72°F	91°F 70°F	86°F 73°F	88°F 75°F

# Tomatoes

**ALERT**



## Domestic

The domestic tomato market is beginning to stabilize following several weeks of severe supply shortages and elevated pricing caused by weather disruptions, reduced yields, and regional transitions. Eastern production, particularly in the Ruskin/Palmetto region of Florida, has entered fuller harvest with improving quality and stronger pack-outs. This has provided much-needed relief for round tomato supplies and contributed to gradual price declines across several categories. Florida quality has improved significantly compared to earlier weeks when weather conditions and disease pressure severely limited yields and availability. The domestic market remains highly sensitive to weather and freight disruptions. Cooler weather, rain delays, and reduced harvesting windows across multiple regions continue impacting supply chain efficiency. Roma tomatoes, however, remain tight and continue experiencing elevated pricing and lighter supplies. Baja production is contributing additional volume, particularly on rounds, with relatively good quality reported. However, Baja supplies remain light overall and are not yet sufficient to fully stabilize western distribution channels. Additional growers are expected to enter production by early June, which should further improve overall availability. Although demand has softened slightly following major holiday pulls, foodservice and retail demand remain historically strong. Buyers continue showing flexibility between rounds and romas as markets normalize. Pricing trends are expected to continue easing gradually through May provided favorable growing conditions persist.



## Mexico

Mexico remains a critical supply source for the U.S. tomato market; however, several major growing regions are transitioning out of peak production. Sinaloa and Sonora are approaching the end of their production cycles, resulting in reduced overall crossings and lighter supplies across multiple categories. Quality in these regions remains fair overall, though seasonal fatigue and heat stress are beginning to impact yields and shelf life. Roma supplies remain especially limited out of Mexico, maintaining elevated market conditions. Earlier in the season, the industry experienced “Act of God” level supply conditions due to severe weather disruptions, cooler temperatures, rain delays, and slowed growth patterns across Mexico and Florida. These disruptions significantly impacted harvesting schedules and reduced field productivity, creating substantial supply gaps throughout the tomato category. Current market conditions are improving as growers begin harvesting new fields and transitioning into stronger spring production cycles. Mexican grape and roma tomato markets have started easing as production improves and demand softens after peak spring demand periods. Round tomatoes are also stabilizing as additional volume becomes available. Despite improvements, overall market conditions remain volatile due to transportation delays, freight costs, labor availability, and ongoing weather sensitivity across northern Mexico growing districts. Looking forward, the tomato market is expected to continue improving gradually through May and early June as Baja acreage expands, additional growers enter production, and seasonal transitions progress into stronger summer regions. However, buyers should continue anticipating occasional prorates, quality variability, and freight-related cost volatility until the market fully stabilizes.



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# Fruits

## Apples

The apple market remains relatively stable overall; however, the industry continues to experience structural sizing challenges due to prolonged heat during the prior growing season. Washington production remains heavily skewed toward medium and large fruit, leaving smaller sizes such as 125ct and 138ct in extremely limited supply. Gala volumes remain significantly below last year's production, while Honeycrisp, Pink Lady, and Cosmic Crisp continue to face tighter availability on smaller counts. Retail bag programs are absorbing much of the small-fruit supply, forcing foodservice and wholesale buyers to adjust specifications and substitute alternative varieties when possible. Pricing is expected to remain firm through the remainder of the storage season until new crop availability begins later this summer.



sistent arrivals, and no major disruptions are currently anticipated. Buyers are encouraged to maintain consistent ordering patterns to minimize supply interruptions.

## Blackberries

Blackberry supplies remain elevated as Mexico continues peak production; however, persistent heat across key growing regions is impacting fruit size, firmness, and premium grading percentages. While overall quality remains acceptable, growers are reporting a decline in premium pack-outs as more fruit grades into Fancy rather than Premium categories. California production is improving and additional Georgia production is expected to contribute further volume within the next two weeks. Markets remain relatively steady due to ample overall supply, though quality management and cold-chain execution remain critical during transit.



## Bananas

Banana supplies remain steady overall with reliable shipping and balanced market conditions. Despite stable current availability, industry participants continue to monitor long-term production concerns tied to tropical disease pressure, lower global yields, and rising production costs. Demand remains strong globally, particularly from export markets, which is expected to maintain underlying pressure on future pricing. Quality remains very good with con-



## Blueberries

Blueberry availability has improved significantly over the past two weeks as Mexico remains in peak production and Southeast domestic regions continue gradual seasonal ramp-up. Florida production remains below historical norms due to earlier frost damage and inconsistent crop development, while Georgia is entering harvest with improving volumes. California Central Valley production is expected to begin increasing



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meaningfully during early May. Overall fruit quality remains strong with stable pack-outs and solid sizing, though warmer temperatures are limiting some afternoon harvest windows in Mexico. Markets are expected to stabilize as multi-region production reaches seasonal peak levels.

## Raspberries



Raspberry supplies continue to strengthen with Mexico producing strong quality fruit despite persistent warm weather conditions. The crop has demonstrated strong heat resilience, maintaining excellent color, firmness, and flavor profiles. Most fruit continues to grade into Premium and Fancy classifications, and growers are reporting minimal operational disruptions. California production is also improving steadily with additional transfers crossing into the U.S. Market conditions are expected to remain stable through May as peak production continues.

## Strawberries

**ALERT**



Markets are difficult following multiple rain events in California. Santa Maria, Watsonville, and Salinas continue recovering from excess moisture, with occasional quality issues including bruising, cracking, and decay still present in isolated lots. Cooler weather has helped stabilize conditions and improve shelf life. Production is expected to continue increasing toward seasonal peaks through mid-May. Demand

## Grapefruit



Grapefruit supplies remain generally available with California Star Ruby production currently peaking on larger sizes, particularly 48ct fruit. Texas production is winding down seasonally, placing greater dependence on California districts including Riverside and San Joaquin Valley. Markets remain stable overall with good quality and solid internal eating characteristics. Buyers should anticipate tighter small-size availability as the season progresses.

## Lemons

**ALERT**



Lemon markets remain firm due to significant size imbalances throughout California growing districts. Smaller fruit sizes including 165ct and 200ct remain extremely limited while production continues peaking on larger fruit. Coastal growing conditions have increased sorting pressure due to cosmetic defects, though internal quality remains good. District 2 remains the primary production region with support from District 1. Markets are expected to remain structurally tight with limited near-term relief, especially for foodservice programs requiring smaller specifications.

## Limes



Limes The lime market has begun easing following elevated pricing during spring demand periods. Supplies continue improving out of Mexico and Central America, though larger sizes remain extremely tight while small fruit dominates availability. Quality remains acceptable overall, although some

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cosmetic defects and oleocellosis continue appearing in arrivals. Cinco de Mayo demand temporarily strengthened markets, but FOB pricing is expected to soften moving further into May. Buyers should maintain flexibility toward 230ct and 250ct fruit as large counts remain constrained.

## Oranges



California Navel orange production continues peaking heavily on large fruit sizes including 56ct and 72ct. Smaller sizes such as 113ct and 138ct remain extremely limited and are expected to stay tight through the Valencia transition period. Demand remains strong across retail and institutional channels, creating substitution pressure toward larger counts. Internal eating quality remains strong despite cosmetic variability between districts. Early Valencia production is beginning but not yet sufficient to offset current Navel sizing challenges.

## Grapes



The table grape market remains escalated as Chilean offshore supplies continue winding down ahead of stronger Mexico and Coachella production. Green grapes remain particularly tight while red and black varieties continue showing good quality, strong brix levels, and solid sizing. Stem dehydration and ambering are beginning to appear in aging offshore fruit. Mexican production is expected to ramp significantly through May, which should eventually stabilize pricing. Until then, markets are expected to remain firm with elevated pricing.

## Cantaloupe



Cantaloupe production remains steady with offshore production maintaining stable supplies for the short term. However, the offshore season is beginning to wind down, which could tighten availability in coming weeks prior to stronger domestic transitions. Quality remains generally good with stable sizing and acceptable sugar levels. Markets are expected to remain relatively steady near term.

## Honeydew



Honeydew supplies have improved as additional Mexican production enters the market. This has helped stabilize pricing and improve availability compared to prior weeks. Quality remains acceptable overall, though some supply chain variability persists during seasonal transitions. Markets are expected to remain balanced near term barring significant weather disruptions.

## Mango



Mango supplies remain generally stable with continued imports supporting demand. Market conditions remain balanced with no major shortages currently reported. Quality varies by origin but remains generally good overall with improving color and sugar development as warmer weather progresses. Pricing is expected to remain relatively stable in the near term.

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## Pineapple

**ALERT**



Pineapple markets remain tight due to elevated demand and limited global production. Larger crown sizes are becoming more available, though smaller fruit and organic programs remain constrained. Contracts continue holding integrity despite market pressure, and buyers are encouraged to maintain size flexibility to ensure continuity. Overall fruit quality and internal eating characteristics remain strong.

ume remains limited but is expected to increase steadily over the coming weeks as additional districts begin production. Early quality reports are favorable with good color and sizing. Markets are expected to soften as production expands later in May.

## Stonefruit



Stonefruit production is gradually ramping up across California with early season harvests beginning to enter the market. Vol-

## Watermelon



Watermelon production is transitioning between growing regions with improving supplies expected from domestic eastern regions. Markets remain generally steady with acceptable quality. Seasonal weather conditions will play an important role in sizing and volume development over the next several weeks.

# Vegetables

## Asparagus

**ALERT**



Asparagus markets remain extremely tight due to limited Mexican supply and delayed domestic production. Mexico's Northwest and Central regions continue winding down while Peru supplements limited availability with some transit-related quality concerns. Michigan and Pacific Northwest domestic harvests are improving but remain insufficient to fully offset supply gaps. Strong Mother's Day demand maintained elevated pricing, though gradual improvement is expected by mid-to-late May as domestic acreage increases.

## Avocados



Avocado supplies remain steady with consistent harvests from Mexico and improving California production. Larger sizes are abundant while smaller fruit remains more limited for some programs. Mexican harvests continue showing high dry matter percentages and strong internal eating quality. Demand remains balanced against supply, maintaining relatively stable pricing conditions.

## Bell Peppers



Bell pepper markets remain regionally mixed. Eastern production remains tight following the completion of South Flori-

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da harvests, with limited XL sizing available. Western production in Coachella and Baja continues with light-to-moderate volume and generally good quality. Red bell peppers remain tighter than greens due to transitional supply gaps. Georgia production is expected to improve eastern supplies within the coming weeks.

## Broccoli



Broccoli markets remain at extreme levels due to severe supply gaps caused by prior weather volatility. Earlier warm weather accelerated crop maturity while recent cooler temperatures slowed yields dramatically. Supplies remain highly limited with strong demand maintaining elevated pricing. Quality remains only fair in many districts, and prorates continue throughout the industry. Some slight relief may begin developing after Mother's Day demand subsides.

## Brussel Sprouts



Brussel sprout supplies remain fair but slightly tight with steady market conditions overall. Production remains adequate to support current demand, though pricing is expected to strengthen modestly as seasonal demand increases. Quality remains acceptable with stable near-term availability expected.

## Cabbage



Green and red cabbage supplies remain steady with good yields reported from Central California. Demand increased slightly

this week, though contracts and market pricing remain relatively stable. Quality remains good overall, and supplies are expected to remain consistent as regional transitions continue.

## Carrots

**ALERT**



Carrot markets continue gradually improving as production shifts into Coachella and Imperial Valley. Warmer temperatures are helping crops size properly, improving yields and fill rates, particularly for peeled and processing items. However, jumbo and cello carrots remain limited due to earlier sizing challenges. Full market normalization will require additional time as Salinas production ramps and yields continue recovering.

## Cauliflower



Cauliflower markets remain extremely escalated with significant supply shortages expected to continue for at least the next two weeks. Weather fluctuations accelerated crop maturity earlier before cooler temperatures reduced yields and created a severe production gap. Quality remains fair overall, though limited availability continues supporting elevated pricing across all channels.

## Celery



Celery supplies remain tight following the Yuma-to-Oxnard transition. Demand remains elevated while supplies continue moderate to light. Quality is generally fair with light seeder reported. Value-added celery items remain particularly escalated and are

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expected to remain elevated over the next several weeks.

### *Cucumber*

Cucumber markets remain tight due to seasonal transitions in both eastern and western production regions. Florida production has largely concluded while Georgia production is beginning slowly. Baja and mainland Mexico continue supplying the western market with fair-to-good quality. Supplies are expected to improve gradually through May as additional Baja acreage enters production and eastern regions expand harvests.



### *Eggplant*

Eggplant supplies remain steady across Florida, Nogales, and Coachella with generally good quality reported from all regions. Markets remain balanced overall with no major disruptions currently affecting availability.



### *Garlic*

Garlic supply California garlic production continues progressing steadily with good quality while Mexican imports continue supplementing availability. Markets remain balanced overall with stable pricing expected through the near term.



### *Green Onions*

Green onion supplies remain strong overall with stable availability expected into next week. Quality remains good from both Oxnard and Salinas districts, and im-



proved shipping conditions have stabilized markets.

### *Green Beans*

Eastern green bean supplies continue improving with Georgia and North Florida reporting generally good quality. Western supplies remain lighter as mainland Mexico winds down and Baja production slowly ramps up. Quality in western regions remains mixed due to late-season defects in older fields. Markets remain regionally variable but are expected to improve through late May.



### *Kale*

Kale supplies remain steady with stable pricing and fair-to-good quality reported from Oxnard and Central California. Demand remains solid with no major supply disruptions expected near term.



### *Lettuce—Iceberg*

Iceberg lettuce remains at extreme market levels due to severe supply shortages caused by mildew, insect pressure, and weather-related yield loss. Weights remain light and shelf-life concerns persist. Supplies remain extremely limited and prorates continue across the industry. Full relief is not expected until later in May.



### *Lettuce—Leaf*

Green and red leaf lettuce supplies remain tight with ongoing mildew and fringe burn pressure impacting quality. Carton weights remain lighter than normal, and sup-



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plies remain constrained despite stable demand.

## *Lettuce—Tender Leaf*



Tender leaf programs continue experiencing weather-related pressure due to mildew, fringe burn, and lighter weights across growing regions. Supplies remain limited and quality remains inconsistent in some districts. Markets are expected to remain firm near term.

## *Onions*

**ALERT**



Onion supplies continue tightening as Pacific Northwest storage onions wind down earlier than normal. Texas production remains limited due to rainfall impacts, leaving California as the primary supply source moving forward. Markets are expected to remain firm, especially on certain color and size profiles.

## *Chili Peppers*



Mixed chili pepper supplies remain escalated with very tight availability across several varieties including Anaheim, Serrano, Jalapeño, Poblano, and Habanero.

Mexico remains the dominant production source, though overall volume remains below demand for many items. Eastern production is improving gradually, helping stabilize certain varieties. Quality remains mixed as regions transition through different crop stages.

## *Potatoes*



Potato supplies remain stable overall with adequate availability from Idaho and Northwest growing regions. Quality remains generally good with steady pricing expected in the near term. Freight and storage costs continue contributing to underlying pricing pressure.

## *Squash—Yellow & Zucchini*



Yellow and zucchini squash supplies remain limited due to regional production transitions. South Florida has largely completed harvest while early Georgia production remains light. Western production from Sonora is ending while Santa Maria and Fresno begin ramping new California production. Supplies are expected to improve steadily during the second half of May.



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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  
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**Houston**  
9221 Park South View  
Houston, TX 77051  
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**Scranton**  
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Tel. 570-342-3121



**Tampa**  
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