



# Fresh News

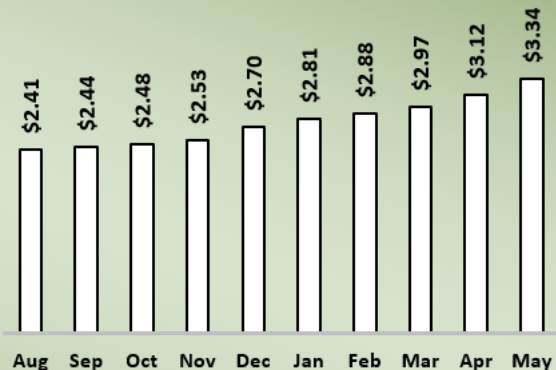
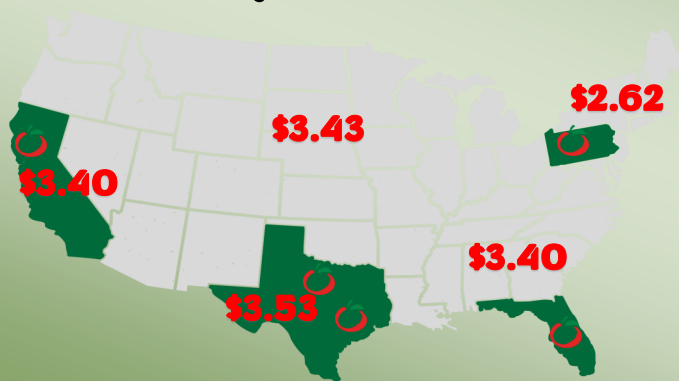
## Market Alert

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

Produce markets remain highly transitional heading into June. Freight costs remain elevated, leafy greens remain among the tightest categories, while berry production continues to improve. Citrus sizing challenges, avocado supply constraints, and tomato regional transitions remain key areas to monitor.

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

## Trend



## Weather Alerts

REGION	SUN MAY 31	MON JUN 1	TUE JUN 2	WED JUN 3	THU JUN 4	FRI JUN 5	SAT JUN 6
<b>RUSKIN FLORIDA</b>	Scattered PM Thunderstorms 90° / 74°	Isolated Storms 89° / 74°	Partly Sunny, Humid 90° / 75°	PM Thunderstorms Possible 89° / 75°	Scattered Showers & Storms 88° / 74°	Partly Sunny, Humid 89° / 75°	Thunderstorms Possible 90° / 75°
<b>MCALLEN TEXAS</b>	Mostly Sunny 96° / 75°	Hot, Partly Cloudy 98° / 76°	Mostly Sunny 99° / 76°	Sunny and Hot 99° / 75°	Partly Sunny, Slight Storm Chance 95° / 76°	Hot and Humid 97° / 76°	Mostly Sunny 98° / 77°
<b>CULIACÁN SINALOA, MEXICO</b>	Sunny 95° / 68°	Mostly Sunny 96° / 69°	Sunny 97° / 70°	Mostly Sunny 96° / 70°	Sunny 97° / 71°	Mostly Sunny 96° / 71°	Slight Cloud Cover 95° / 70°
<b>SONORA (MERMOSILLO REGION) MEXICO</b>	Sunny 104° / 64°	Sunny 101° / 61°	Sunny 102° / 63°	Sunny 103° / 65°	Sunny 101° / 64°	Sunny 102° / 65°	Sunny 103° / 66°
<b>FIREBAUGH CALIFORNIA</b>	Sunny 87° / 53°	Sunny 89° / 54°	Sunny 91° / 55°	Sunny 93° / 57°	Sunny 95° / 58°	Sunny 97° / 60°	Sunny 98° / 61°
<b>WATSONVILLE CALIFORNIA</b>	AM Clouds/ PM Sun 65° / 53°	Partly Cloudy 66° / 53°	Partly Cloudy 68° / 54°	Mostly Sunny 70° / 54°	Mostly Sunny 71° / 55°	Partly Cloudy 72° / 55°	Partly Cloudy 72° / 56°

# Tomatoes

**ALERT**



## Domestic

Florida production is rapidly winding down and transitioning into Quincy, Florida, South Carolina, Tennessee, and North Carolina. While overall supplies remain adequate, harvest volume is becoming increasingly dependent on newer regional production. Quality remains generally favorable; however, late-season fields are experiencing increased sun-related grade-outs. The transition north is expected to create periodic supply fluctuations throughout June. California's San Joaquin Valley has entered production and will become increasingly important through June and July. Additional growers are expected to enter harvest weekly, creating greater supply diversity and reducing reliance on imports. Quality reports are favorable and production should continue building throughout early summer.

## Mexico

Mexico remains the most important supplemental source of tomato supply. Sonora continues harvesting though volume is gradually declining. Central Mexico is expected to increase production during June as additional acreage enters harvest. Baja production remains light but is improving and is producing attractive larger-sized fruit with strong quality characteristics. Roma markets remain active due to seasonal transitions occurring simultaneously across multiple regions. Eastern production is shifting northward while Mexican programs continue filling supply gaps. Improved Central Mexico harvest activity is expected to increase availability during June. Markets should gradually stabilize provided weather remains favorable. Round tomatoes remain adequately supplied despite ongoing transitions. California's entry into production provides additional support while eastern regions continue moving northward. Quality remains favorable with only isolated weather-related concerns. Markets are expected to remain balanced through much of June. Grape tomato availability remains adequate. South Carolina production is building while Baja begins increasing summer production. Markets remain relatively stable and quality remains favorable across major growing regions.



## Supply Forecast

Industry participants expect overall tomato availability to improve throughout June. California expansion, increasing Central Mexico harvests, and strengthening eastern regional production should collectively improve supply coverage and reduce volatility.

## Pricing Outlook

While short-term fluctuations remain possible due to freight and weather events, tomato pricing is expected to moderate as additional regional production becomes available. Roma tomatoes may remain the most volatile category during the transition period.



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# Fruits

## Apples

Apples Washington inventories continue their seasonal draw-down. Smaller sizes remain difficult to source due to larger fruit profiles resulting from growing conditions during the previous season. Gala, Fuji, and Pink Lady varieties are expected to tighten through June while Granny Smith remains comparatively available. Demand remains steady across retail and foodservice channels. Quality remains strong, supported by controlled-atmosphere storage. Markets are expected to gradually strengthen as inventories decline toward new crop transition.



California production continues building. Quality remains favorable with good color and firmness. Markets have softened slightly following holiday demand and increasing availability. Weather remains the primary risk factor as warmer temperatures may impact berry size and shelf life.

## Bananas

Banana supplies remain stable with dependable arrivals and strong quality. Global demand continues to support the category while production challenges in tropical growing regions create a cautiously firm outlook. Buyers should continue maintaining consistent ordering patterns to minimize supply disruptions. Current market conditions remain balanced, though industry participants continue monitoring disease pressure and international production trends.



## Blueberries

California's Central Valley continues ramping up production, helping offset declining Mexican supplies. Georgia remains active while Pacific Northwest production is expected to begin soon. Overall quality remains very good with only minor weather-related concerns. Markets remain mostly stable with adequate supply available.



## Blackberries

Mexican supplies remain the primary source of volume while Cali-



## Raspberries

Mexican production continues providing strong volume and excellent quality. California harvest activity is increasing and should contribute additional volume through June. Markets remain promotable and relatively balanced, supported by healthy demand and favorable growing conditions.



## Strawberries

California production continues improving in Santa Maria, Salinas, and Watsonville. Quality remains good with increasing yields expected through June.



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Markets are gradually easing as additional supplies become available. Cooler weather has slowed some production growth but overall outlook remains favorable.

### *Grapefruit*



California Star Ruby grapefruit remain available with larger fruit sizes dominating inventories. Supplies are adequate and quality remains strong. Markets are stable with limited pressure expected in the near term.

### *Lemons*



The lemon market remains active with strong demand and limited availability, particularly on smaller sizes. Ventura and Oxnard continue serving as primary production districts. Markets are expected to remain elevated until offshore imports increase during the summer months.

### *Limes*



Supply continues improving from Mexico, although size distribution remains heavily weighted toward smaller fruit. Larger counts remain difficult to source. Pricing is expected to gradually ease, but buyers should anticipate continued sizing challenges through June.

### *Oranges*



The Valencia transition is underway. Supplies are available but heavily concentrated in larger sizes. Smaller fruit remains extremely limited, requiring flexibility in specifications. Quality remains

good overall, though transitional variability should be expected.

### *Grapes*



Mexican grapes are replacing offshore supplies while California prepares to ramp up summer production. Quality remains strong with favorable sugar levels and sizing. Markets remain firm but should stabilize as additional domestic volume becomes available.

### *Mango*



Pineapple The mango market remains stable with consistent import arrivals supporting year-round availability. Current supplies are sufficient to meet both retail and foodservice demand, and quality remains favorable with good color development, firmness, and eating quality. Demand continues to grow as mangoes gain popularity across multiple consumer segments and are increasingly incorporated into summer merchandising programs. Freight and transportation costs remain elevated but have not significantly disrupted overall supply chains. Market pricing remains generally steady, supported by balanced supply and demand conditions. Buyers continue to benefit from multiple sourcing regions, helping reduce supply risk and maintain continuity. Seasonal promotional opportunities remain favorable as retailers expand tropical fruit displays during the summer months. Industry participants expect stable supplies and favorable quality through June, barring significant weather disruptions in key growing regions. While periodic sizing variability may occur, overall mar-

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ket conditions remain among the most stable within the tropical fruit category.

## *Pineapple*



Pineapple The pineapple market continues to operate under constrained supply conditions as global demand remains elevated while production growth has not fully kept pace with consumption trends. Despite ongoing supply challenges, the category remains relatively stable due to disciplined contract management among major importers and growers. Buyers should continue maintaining flexibility on sizing and ordering patterns, as occasional supply interruptions and inventory fluctuations are expected throughout June and into the early summer period. Current market conditions favor suppliers, with pricing remaining above historical averages and spot market opportunities remaining limited. Pineapple continues to be a key tropical category across both retail and foodservice channels, supporting strong demand despite elevated market levels.

## *Cantaloupe*



The cantaloupe market remains in a transitional period as Arizona production continues to expand following an unusually early start to the season. Elevated spring temperatures accelerated crop development, allowing harvests to begin more than two weeks ahead of normal timing. Initial harvests produced strong yields and larger sizing; however, the early production surge has created intermittent supply gaps as subsequent acreage catches up. Demand remains healthy across both retail and foodser-

vice sectors as summer merchandising programs increase. Quality is generally good with strong netting, internal color, and sugar development reported from Arizona fields. Import melons continue providing supplemental coverage for eastern markets, helping offset freight costs and maintain overall availability. Market pricing is expected to remain relatively stable through early June, although temporary tightening may occur during regional production transitions. Buyers should remain flexible on sizing specifications and monitor weather conditions in Arizona, as sustained heat could accelerate maturity and shorten harvest windows. Overall, the category outlook remains favorable with improving domestic production expected to support summer demand.

## *Honeydew*



Honeydew supplies remain generally adequate as import programs continue to supplement early domestic production. Similar to cantaloupes, Arizona's growing season began ahead of schedule due to favorable temperatures, resulting in improved availability entering the summer demand period. Quality remains favorable with good external appearance, internal color, and sugar content reported across major growing regions. Demand is gradually increasing as retailers transition into seasonal melon promotions and consumers shift toward summer fruit consumption. Freight costs continue to influence delivered pricing, particularly for eastern markets, but overall supply remains sufficient to meet current demand. Industry participants anticipate stable market conditions

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through June, supported by expanding domestic harvests and continued import availability. While no significant shortages are expected, weather events in western production areas could temporarily impact harvest schedules and market stability. Buyers should maintain regular purchasing patterns and monitor sizing availability as domestic volume continues to build.

### *Watermelon*



The watermelon market continues to strengthen as domestic production expands across southern growing regions. Seasonal demand is increasing rapidly ahead of summer promotions, holiday activity, and foodservice demand. Growing conditions throughout major production regions have generally been favorable, supporting good fruit sizing, internal quality, and sugar development. Supplies are expected to improve steadily throughout June as additional acreage reaches harvest maturity. Freight remains a significant cost factor, particularly for long-haul shipments into northern and western markets, but overall availability is expected to remain adequate. Retail demand continues to strengthen as consumers seek seasonal fruit options, and promotional opportunities should increase as volume expands. Market pricing is expected to remain relatively balanced, though localized weather disruptions could create short-term fluctuations. Quality reports remain positive, with good color, sweetness, and shelf life being reported from current harvests. The overall outlook is favorable, with increasing supplies expected to sup-

port strong summer movement throughout June and July.

### *Stonefruit*



The stonefruit category is entering the early stages of the California summer season, with peaches, nectarines, plums, and apricots becoming increasingly available. Production continues to improve as additional growing districts enter harvest, resulting in expanding supplies and improving variety selection. Early season quality reports have been favorable, with good color development, firmness, and sugar levels reported across most varieties. Demand is increasing as retailers transition from imported fruit programs into domestic summer fruit promotions. Market pricing remains relatively firm on premium varieties but is expected to moderate as additional volume becomes available throughout June. Weather conditions across California remain a key factor, as temperature fluctuations can significantly impact maturity rates, sizing, and harvest schedules. Freight conditions remain manageable, although transportation costs continue adding pressure to delivered pricing. The overall outlook for stonefruit remains positive, with expanding domestic production expected to support strong retail promotions and increased consumer demand throughout the summer season.

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# Vegetables

## Avocados

Mexican harvest activity has slowed significantly as growers hold fruit in anticipation of stronger pricing. California, Colombia, and Peru continue supplementing supply, but market conditions remain firm. Elevated pricing and occasional sizing challenges are expected through June.



## Asparagus

Supplies have improved from Mexico, Peru, Canada, and domestic growing areas. Markets have eased from recent highs, though continued transitions and weather conditions may create short-term volatility.



## Bell Peppers

Florida production is winding down while Georgia and California continue ramping up. Green and color pepper markets remain active due to regional supply gaps. Quality remains generally favorable.



## Broccoli

Supplies continue improving from Salinas and Santa Maria. Demand remains strong, but increasing harvest volume is helping ease market pressure. Quality continues to improve.



## Brussels Sprouts

Supplies remain somewhat limited but quality remains strong. Markets are expected to remain relatively stable with modest upward pressure possible during June.



## Cabbage

Central California supplies remain steady with good quality and consistent availability. Pricing remains stable despite seasonal transitions.



## Carrots

Recovery continues across the carrot category. Jumbo and cello carrots remain tight, though improving yields are expected to enhance availability during June.



## Cauliflower

Supply and quality remain favorable. Markets are stable with sufficient availability from major California growing regions.



## Celery

Supplies remain light and demand remains elevated. Availability is expected to improve as Salinas production expands, though current pricing remains active.



## Cucumbers

Georgia remains somewhat limited due to weather impacts while Baja



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continues ramping up. Supply conditions are improving and markets may ease later in the season.

### *Eggplant*

Eastern production remains tight but new harvests from Georgia and California are expected to improve overall availability. Quality remains acceptable.



### *Garlic*

California garlic production is progressing well with strong quality. Supplemental Mexican supplies continue supporting market stability.



### *Green Onions*

Supplies remain abundant with excellent quality. Markets are expected to remain stable through the near term.



### *Green Beans*

Eastern production remains strong while western growing regions transition. Overall quality is favorable and supplies are generally adequate.



### *Kale*

Supply remains steady with good quality and stable demand. Markets remain balanced.



### *Iceberg Lettuce*

Supplies remain below normal due to weather impacts and lighter field weights. Markets remain elevated though conditions are gradually improving.



### *Leaf Lettuce*

Green Leaf and Red Leaf remain among the most challenged categories. Low yields, disease pressure, and weather issues continue supporting extreme market conditions.



### *Tender Leaf Lettuce*

Supply and quality continue improving as production shifts into Central California. Markets are more stable than other lettuce categories.



### *Onions*

California and New Mexico have become primary production areas as Texas and Georgia conclude. Freight continues influencing delivered pricing.



### *Chili Peppers*

Most chili varieties remain available with adequate quality. Fresnos and Poblanos remain somewhat tighter than other pepper varieties.



### *Potatoes*

Idaho continues transitioning storage supplies while the industry prepares for new crop production later this summer. Sizing remains variable.



### *Squash – Yellow & Zucchini*

Supplies are improving across Georgia, North Carolina, New Jersey, Baja, and California. Markets are gradually stabilizing as production expands.



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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  
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Tel. 817-608-0010



**Houston**  
9221 Park South View  
Houston, TX 77051  
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**Scranton**  
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