



Fresh News

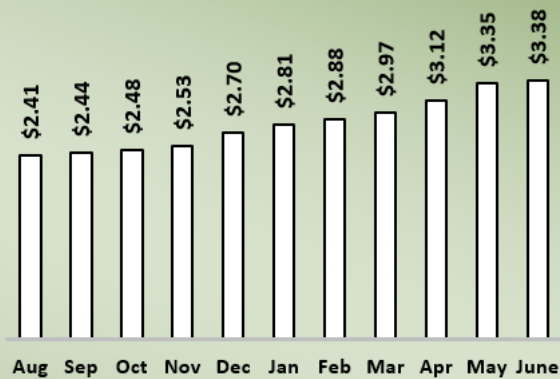
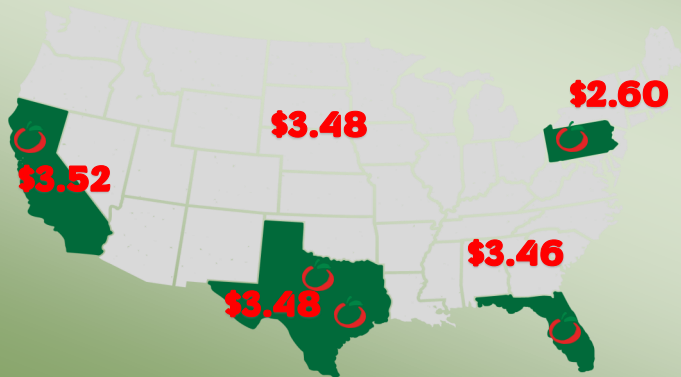
Market Alert

- Apples
- Asparagus
- Berries
- Cantaloupes
- Citrus
- Eggplant
- Iceberg
- Lettuce Leaf
- Peppers
- Potatoes

Produce markets remain mixed heading into the Independence Day holiday. Melons continue to experience the greatest supply pressure due to Arizona crop failures and delayed California production. Lettuce markets are beginning to stabilize, while berries, grapes, tomatoes and avocados remain in seasonal transition. Freight capacity remains firm with elevated transportation costs. National reefer markets remain firm with tight truck availability in Georgia, weather-related loading delays in California, and elevated fuel costs supporting higher transportation expenses. Procurement teams should secure capacity early and allow additional lead time through the holiday shipping period.

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

7-DAY REGIONAL WEATHER OUTLOOK June 29 - July 5, 2026	MON JUN 29	TUE JUN 30	WED JUL 1	THU JUL 2	FRI JUL 3	SAT JUL 4	SUN JUL 5
RUSKIN FLORIDA	Scattered Thunderstorms 91° / 75°	Scattered Thunderstorms 91° / 75°	PM Thunderstorms Likely 91° / 75°	Partly Sunny Hot & Humid 92° / 76°	Scattered Showers & Storms 90° / 75°	Isolated PM Storms 90° / 75°	Partly Sunny Hot & Humid 91° / 75°
MCALLEN TEXAS	Mostly Sunny Very Hot 97° / 76°	Sunny Very Hot 98° / 77°	Mostly Sunny Very Hot 98° / 77°	Sunny Very Hot 99° / 78°	Mostly Sunny Hot & Humid 98° / 77°	Sunny Very Hot 99° / 78°	Mostly Sunny Very Hot 99° / 78°
CULIACÁN SINALOA, MEXICO	Sunny Dry & Hot 98° / 71°	Sunny Very Hot 99° / 72°	Very Hot Low Humidity 100° / 72°	Very Hot Low Humidity 100° / 73°	Mostly Sunny Hot 99° / 73°	Sunny Hot 98° / 72°	Mostly Sunny Hot 97° / 72°
SONORA (HERMOSILLO REGION) MEXICO	Sunny Very Hot 106° / 66°	Sunny Very Hot 107° / 67°	Very Hot Dry 107° / 69°	Very Hot Dry 107° / 70°	Mostly Sunny Very Hot 106° / 69°	Sunny Very Hot 105° / 69°	Mostly Sunny Very Hot 104° / 68°
FIREBAUGH CALIFORNIA	Sunny Hot 95° / 62°	Sunny Hot 97° / 63°	Sunny Hot 98° / 64°	Sunny Hot 99° / 65°	Sunny Very Hot 100° / 65°	Sunny Very Hot 100° / 66°	Mostly Sunny Hot 99° / 65°
WATSONVILLE CALIFORNIA	AM Clouds PM Sun 68° / 52°	Partly Cloudy Mild 70° / 52°	Mostly Sunny Mild 71° / 53°	Mostly Sunny Mild 72° / 54°	Mostly Sunny Mild 72° / 54°	Sunny Mild 73° / 55°	Partly Cloudy Mild 73° / 55°

Tomatoes



Tomato Variety Outlook

Rounds

Round tomatoes are mostly stable, but supply remains lighter in some regions. Domestic volume should improve as California and Virginia increase production. Mexican rounds are tighter, especially on mid-sized fruit, which has supported higher markets. Quality is strong on both domestic and Mexican fruit.

Romas

Roma tomatoes are improving, especially out of California, Baja, and Jalisco. East Coast romas remain limited during the transition out of South Carolina, but Tennessee and North Carolina should help improve supply into July. Mexico is expected to return to a more stable roma market within 7–10 days.

Grape Tomatoes

Grape tomatoes remain very tight. Eastern volume is light due to South Carolina fields being late in the season, and Virginia volume is just beginning. Mexico grape tomato production is also limited, with only light volume from Baja and Central Mexico. Markets are expected to remain active through the holiday before gradually improving after July 4.

Domestic

East Coast

East Coast tomato production is in a transition period. South Carolina remains a key shipping region, but crops are on the back side of the season and are expected to finish within the next 7–10 days. Tennessee and Virginia are beginning production, while North Carolina volume is expected to build into July. Round and roma supplies are lighter due to weather pressure and strong holiday retail demand, but quality is reported as good across regions.



California

California is becoming more important as the season ramps up. Central Valley production has started, with more growers expected to come online through early July. Early crop reports are positive, with good quality and strong size profiles. Round tomatoes are leaning toward larger sizes, while roma tomatoes from the Los Banos area are showing some external wind scarring, though most quality issues are being graded out.

Domestic Roma Tomatoes

Roma tomatoes remain limited in the East, with light volume mainly out of South Carolina and a few smaller regional pockets. South Carolina fruit is showing good size and quality, although some shoulder issues are being graded out before packing. As South Carolina winds down, Tennessee should begin adding volume, followed by North Carolina and additional regional programs by mid-July. California roma production is available and should improve as more growers enter harvest.



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Domestic Round Tomatoes

Round tomato production is mostly steady but still in transition. South Carolina remains the main Eastern region, with coastal crown picks continuing for another 7–10 days before Virginia crops begin harvesting in early to mid-July. Larger fruit may remain tighter for a short period as production shifts north. In California, round tomato volume is increasing, with nearly all growers expected to be active soon. Quality has been good, and sizing is skewing larger.



Domestic Grape and Cherry Tomatoes

Grape and cherry tomatoes remain the tightest domestic tomato categories. Eastern grape tomato volume is primarily coming from South Carolina, where later picks are producing lighter volume. Virginia is starting, but it will take time for volume to build. Supply should gradually improve after the Fourth of July as Virginia, North Carolina, and Tennessee move into additional plantings. Quality and packouts remain good, but availability is expected to remain snug in the near term.

Mexico

Mexico Overview

Mexican tomato production is transitioning as Culiacán finishes and supply shifts to Baja and Central Mexico. Overall Mexican supply is contributing to market stability, but volume remains uneven by variety. Romas are in the best position, while rounds are tighter and snacking tomatoes remain short. Quality on crossing fruit is generally good to outstanding.



Baja

Baja is active on romas, rounds, grapes, and organic grapes, but recent cooler-than-normal weather slowed the normal production ramp-up. Baja roma quality is good, and supplies are expected to improve as the region shifts from early plantings into later plantings. Baja round tomato volume is light to moderate with solid quality, and production should stabilize once the region fully recovers from cooler weather. Grape tomatoes remain limited, with new acreage needed before meaningful improvement is seen.

Central Mexico

Central Mexico remains active but is currently light to moderate in volume. Round tomato supplies are expected to improve in approximately 3–4 weeks as new houses come online. Roma volume is moderate and should improve through July. Central Mexico is also contributing limited grape and organic grape tomato volume, but availability remains light until new production gains momentum.

Hermosillo and Culiacán

Hermosillo roma production has approximately 7–10 days remaining, while Culiacán is nearly finished. As these regions wind down, the market is relying more heavily on Baja and Central Mexico. This transition is one reason availability remains uneven, especially on rounds and snacking tomatoes.

Cherry and Medley Tomatoes

Cherry tomatoes are short due to lighter harvests and strong demand. Grape medleys are in better position than straight grape or cherry tomatoes, but the overall snacking tomato category remains on watch. Quality remains good where product is available.



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Fruits

Apples

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Apples remains in seasonal transition. Supply, quality, pricing and regional availability should be monitored closely. Weather, regional production shifts, and holiday demand are influencing market conditions. Buyers should maintain flexible specifications where appropriate and secure commitments in advance for promotional volume.

Blueberries

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Bananas



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Raspberries

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Blackberries

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Strawberries

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Grapefruit

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Grapes

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Lemons

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Cantaloupe

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Limes

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Honeydew

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Oranges

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Mango

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Stonefruit

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Pineapple

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Watermelon

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Vegetables

Asparagus

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Avocados

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Bell Peppers

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Broccoli



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Brussels Sprouts



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Cabbage



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Carrots



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Cauliflower



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Celery



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Cucumbers



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Eggplant



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Garlic

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Green Onions

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Green Beans

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Kale

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Lettuce - Iceberg

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Lettuce - Leaf

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Lettuce - Tender Leaf

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Onions



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Potatoes



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Chili Peppers



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Yellow Squash & Zucchini



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Freight Update

Fuel Market

Fuel remains one of the largest cost drivers. Current indicators:

- National diesel average remains above historical norms.
- Fuel surcharges continue increasing transportation costs.
- Ocean carriers and over-the-road carriers continue implementing fuel adjustments.
- Several growers have also implemented fuel recovery surcharges to offset higher field and transportation expenses.

Factors Driving Freight Costs

Several variables continue supporting higher refrigerated transportation costs:

- Fourth of July retail demand
- Seasonal produce harvests
- Weather-related loading interruptions
- Driver shortages in produce regions
- Increased detention time
- Elevated diesel prices
- Fuel surcharge programs
- Longer wait times at shipping facilities

Freight Outlook (Next 2–3 Weeks)

Market Expectations

- Week of June 29 – July 4
 - Tight capacity nationwide
 - Holiday premium pricing
 - Higher spot market activity
 - Longer loading delays
- Week of July 6 – July 12
 - Demand begins normalizing
 - California volume increases
 - More trucks return to produce markets
 - Spot rates stabilize
- Mid-July
 - Improved truck availability
 - Better carrier acceptance
 - Increased competition among carriers
 - Gradual softening of rates on major produce lanes



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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
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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