DiMare Fresh News

SATURDAY, NOVEMBER 21, 2026 WWW.DIMAREFRESH.COM

The DiMare Fresh weekly market report

Since 1928: Three Brothers and a Pushcart

In 1928, three DiMare brothers began selling produce from a pushcart on the streets of Boston. By 1930 they ran a repacking and wholesale business beside the Boston Terminal Market, and by 1939 they were marketing produce nationally.

The family planted its own tomato fields in 1945, added Newman, California in 1950, and created DiMare Fresh in 2003. In 2021 the fourth generation joined the business, carrying on a tradition of hard work, integrity and excellence.

Today DiMare Fresh is a national provider of fresh produce, floral, and distribution provider services. Company also farms, packs and ships tomatoes in Florida and California.

INSIDE THIS ISSUE

Market at a Glance 2

Seven-Day Forecast 3

Tomato Deep Dive 4

Fruit Market Updates 6

Vegetable Market Updates 11

DiMare Fresh Locations 19

DiMare Fresh News

THE WEEKLY PRODUCE MARKET REPORT

MARKET AT A GLANCE

SATURDAY, NOVEMBER 21, 2026

40.7M lbs

Avocados in the industry pipeline from all origins, still refilling after harvest limits in Mexico

66.1M

Projected boxes of Peruvian grapes, down 24% from last season

~2 in.

Rain forecast over the next week for Santa Maria and Oxnard, where berries are already stressed

FIVE THINGS TO KNOW THIS WEEK

1. **Strawberries:** California rain keeps supply short, with relief not expected until mid-December.
2. **Grapes:** The domestic season is ending and heavy rain in Peru means tighter imports into January.
3. **Avocados:** Harvest limits in Mexico continue, so expect size substitutions and short orders for a few weeks.
4. **Tomatoes:** Supply stays tight nationwide until mid-to-late December; grape tomatoes improve first.
5. **Leafy greens:** Yuma has taken over, so lettuce supply and quality are improving. Cauliflower stays tight until December.

THE SIGNAL BOARD *where every commodity stands*

ALERT *Tight or disrupted supply. Plan ahead and expect substitutions.*

Tomatoes · Blueberries · Strawberries · Grapes · Cantaloupe · Pineapple · Asparagus · Avocados · Bell Peppers · Cauliflower · Green Beans · Chili Peppers · Potatoes

WATCH *Conditions are changing. Check with us before you order.*

Raspberries · Limes · Honeydew · Stone Fruit · Broccoli · Cabbage · Cucumber · Lettuce: Iceberg · Lettuce: Leaf

STEADY *Supply is balanced and reliable.*

Apples · Bananas · Blackberries · Grapefruit · Lemons · Oranges · Mango · Watermelon · Brussels Sprouts · Carrots · Celery · Eggplant · Garlic · Green Onions · Kale · Lettuce: Tender Leaf · Onions · Squash

DiMare Fresh News

THE WEEKLY PRODUCE MARKET REPORT

SEVEN-DAY FORECAST

SATURDAY, NOVEMBER 21, 2026

	SAT 21	SUN 22	MON 23	TUE 24	WED 25	THU 26	FRI 27
Oxnard CA *Strawberry and vegetable region*	**68°** low 42° *rain 10%*	**65°** low 47° *rain 15%*	**67°** low 49° *rain 5%*	**67°** low 50° *rain 10%*	**70°** low 53° *rain 15%*	**73°** low 54° *rain 0%*	**77°** low 56° *rain 10%*
Yuma AZ *Winter leafy greens hub*	**71°** low 47° *rain 10%*	**71°** low 47° *rain 0%*	**72°** low 47° *rain 10%*	**75°** low 50° *rain 10%*	**78°** low 54° *rain 10%*	**80°** low 55° *rain 0%*	**82°** low 54° *rain 5%*
Palmetto / Ruskin FL *Tomatoes, peppers, berries*	**77°** low 68° ***rain 40%***	**74°** low 64° *rain 15%*	**70°** low 64° *rain 15%*	**74°** low 64° *rain 15%*	**72°** low 61° ***rain 65%***	**65°** low 57° *rain 10%*	**65°** low 57° ***rain 45%***
Immokalee / Naples FL *Southwest Florida vegetables*	**79°** low 67° ***rain 85%***	**82°** low 62° *rain 15%*	**76°** low 62° *rain 10%*	**75°** low 64° ***rain 45%***	**73°** low 62° ***rain 75%***	**72°** low 58° *rain 10%*	**70°** low 58° *rain 10%*
Idaho Falls ID *Potato country*	**33°** low 26° *rain 25%*	**35°** low 26° *rain 10%*	**35°** low 24° *rain 10%*	**36°** low 24° *rain 10%*	**38°** low 27° *rain 15%*	**42°** low 34° ***rain 40%***	**41°** low 32° *rain 10%*

REGIONAL NOTES

California: more light rain returns Sunday and again Tuesday and Wednesday, adding up to about half an inch, with frost possible south of King City.

Florida: heavy rain Saturday, with more rain returning Tuesday and Wednesday. Arizona: gusty winds and patchy frost through Saturday morning.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Breaking News! Fourth Quarter Squeeze

Domestic and Mexico: tight supply into the holidays.



ROUNDS

ALERT

Demand continues to exceed supply.

ROMAS

ALERT

Light in Florida; better availability mid-to-late December.

GRAPE, MEDLEY, CHERRY

SEVERE

Volatile for two to three weeks; improvement by late November.

DOMESTIC

Tomato supplies remain tight nationwide across roma, round and grape varieties due to adverse weather in Florida and weather challenges in Mexico. The fourth quarter is the hardest stretch for the supply chain, with local and seasonal production winding down. California's season has concluded, and with well documented weather related issues overall supply in Florida will struggle to meet demand, until mainland Mexico takes over for the winter. A strong El Niño season is expected, so shippers are watching weather in every growing region.

MEXICO

Mexico is dealing with weather-related challenges, and Western supplies remain limited, with ongoing sizing issues. Round supply is tighter on all sizes, particularly large fruit, while roma supply and quality are stable out of Jalisco and Baja. Strong demand from the East and lower Baja production keep romas tight. Snacking tomatoes are firm in the West with possible supply interruptions, though quality loading in the West is far better than in the East.

THE TIMELINE

This week	Tight nationwide; possible interruptions on rounds and grapes
Late Nov.	Grape tomatoes begin to improve
Mid Dec. to early Jan.	Better availability of rounds and romas

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

TOMATOES BY REGION

SATURDAY, NOVEMBER 21, 2026

EAST COAST *Central and Southwest Florida*

ROUNDS	Volume is mixed and demand continues to exceed supply, with quality varying by region. Florida adds volume, but not enough.	ALERT
ROMAS	Light in Florida and improving, with quality fair at best.	ALERT
SNACKING	Cherry, grape and medley improve gradually out of Florida; quality fair at best, with volatility for two to three weeks.	SEVERE

CALIFORNIA *Season over*

ROUNDS	No California volume. Eastern and Mexican supply must cover demand.	SEASON OVER
ROMAS	No California volume. Romas depend on Mexico and Florida.	SEASON OVER
SNACKING	Season complete. Supply now depends on Florida and Mexico.	SEASON OVER

MEXICO *Jalisco, Baja and year-round regions*

ROUNDS	Tighter on all sizes, especially large fruit, with higher demand. Quality is outstanding on what is crossing.	ALERT
ROMAS	Stable supply and quality from Jalisco and Baja, but strong Eastern demand and lower Baja output keep it tight.	ALERT
SNACKING	Firm across the category in the West, with possible supply interruptions. Quality is far better in the West than the East.	SEVERE

OUTLOOK Tight for the next two to three weeks with possible interruptions on rounds and grapes. Grape improves by late November; rounds and romas not until mid-to-late December or early January.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Apples: Good Volumes, New Crop Arriving

STEADY

SUPPLY *Steady, good* OUTLOOK *Steady*

Apples are finally offering decent volumes to work with, and all varieties are in good supply on foodservice sizes. New-crop Gala is being harvested and inventory is building, Granny Smith has good sizing, Red Delicious runs on the larger end at 56 to 80 count, and new-crop Honeycrisp has started with good volume. Fuji and Golden Delicious storage supplies are nearly gone until new crop begins. Reds and Gala are a little tight because of demand from Mexico, and Hudson Valley continues to ship steadily with good quality.

Bananas: Stable, but Consistency Matters

STEADY

SUPPLY *Stable* OUTLOOK *Steady*

Banana supply is stable and quality is very good, with current volume adequate for demand. Production is being held back by virus pressure and low yields, so consistency will be the key to the program in the year ahead. Regular ordering patterns and early conversations about any issues will keep deliveries smooth, and ocean freight adjustments are expected to be announced over the next couple of weeks.

Blackberries: Mexican Volume Building

STEADY

SUPPLY *Improving* OUTLOOK *More volume into Dec.*

Blackberry supplies continue to improve, with steady volume crossing from Mexico and direct exports into Texas already under way. Production from Central Mexico is expected to increase into December. Organic availability remains light and Watsonville production is winding down. Quality is generally good across both regions, although some softness and leaking fruit have been reported.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Blueberries: A Short Gap Looms

ALERT

SUPPLY *Tightening* OUTLOOK *Brief gap possible; Dec. recovery*

Blueberry supplies are tightening. Peru remains the main source for the next few weeks with excellent quality, but volumes are slightly below expectations and imports decline heading into late November. Central Mexico is light but steady, and Argentine imports continue to shrink because of unfavorable weather. Some shippers expect a brief supply gap as Peru winds down, with growers already discussing a short-term gap into the holidays. Supply should improve in December as Mexico and Chile increase production.

Raspberries: Stable, Watch Shelf Life

WATCH

SUPPLY *Stable, improving* OUTLOOK *Higher volume late Nov.*

Raspberry availability remains relatively stable, with supplies from Central Mexico and Baja continuing to improve and volumes expected to increase through late November. Exports are already moving into Texas. Recent rain has slightly affected quality, which is fair to good overall, and shelf life may be reduced over the next few weeks as the industry works through rain-affected fruit. Availability could tighten until production stabilizes.

Strawberries: Rain Threatens Recovery

ALERT

SUPPLY *Very tight* OUTLOOK *Relief mid-Dec.*

Strawberries remain one of the market's biggest trouble spots. Rain and heat have cut California production well below seasonal norms, Santa Maria fields lost heavily after the October storm, and Oxnard growers report lighter yields and smaller fruit. About 1.5 inches of rain fell on November 18 and 19, with roughly half an inch more forecast for November 22, 24 and 25. Quality concerns include soft fruit, variable firmness, wet bruising, decay, rot and misshapen fruit, so shelf life is very limited. Rain also slows harvest, loading and field-to-cooler transit, and saturated fields may delay cleanup by a week or more. Fill rates are inconsistent, with short-filled orders and cancellations. Mexico is increasing slowly and Florida has started light and wet, with meaningful relief not expected until the second or third week of December.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Grapefruit: Star Rubies on Deck

STEADY

SUPPLY *Steady CA, lighter TX* OUTLOOK *Steady*

Star Ruby grapefruit is available from Riverside and the San Joaquin Valley, with peak sizing on 48-count fruit. California supply is steady, while Texas is lighter. Quality is good from both regions.

Lemons: Steady, Small Sizes Tight

STEADY

SUPPLY *Steady, improving* OUTLOOK *Better as San Joaquin ramps*

The lemon market remains steady and seedless lemons are available. Supplies should improve in the coming weeks as San Joaquin Valley production ramps up, while Ventura County remains limited and the Arizona and California desert supplies much of the current volume. Peak sizing is 140-count and larger, and smaller sizes stay tight because the crop is running larger overall. A warm, wet winter is expected, so suppliers are planning around possible rain-related harvest delays.

Limes: Mexican Supply Tightening

WATCH

SUPPLY *Tightening in Mexico* OUTLOOK *Tight for ~2 weeks*

Mexican lime supplies are tightening because of heavy rainfall and reduced blooms in Veracruz. New-crop sizing is skewing heavily to 200s and smaller, so larger fruit is limited and substitutions are needed until the size curve stabilizes. Quality remains a concern, with external blemishes, rind blemishes and limited shelf life possible. Supply should slowly turn the corner after the next couple of weeks. Colombian production has rebounded, with strong fall volumes expected through December and excellent quality and juice content.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Oranges: Navels in Full Swing

STEADY

SUPPLY *Building* OUTLOOK *Natural color soon*

Navel season is in full swing, with good suppliers and peak sizing on 88-count and smaller fruit. Minimal gassing is needed to enhance color, and cooler nights will soon allow fruit to color naturally. Cara Cara oranges are expected to begin in mid-to-late November, and Valencias are done for the season. Smaller sizes are expected to stay tight as the crop trends larger.

Grapes: Peru Rain Tightens Imports

ALERT

SUPPLY *Tightening* OUTLOOK *Imports take over; Dec. risk*

The import transition is here, and the risk has increased significantly. California still offers some runway on reds, and softer demand is stretching them further into November, but recent rain adds risk to carrying reds into December. Domestic greens are tighter and should move to imports by the end of the month. In Peru, heavy rain on November 15 and 16 hit nearly every northern growing area, on top of losses already built into an estimate of 66.1 million 8.2-kg boxes, down 24% from last season, with northern Peru cut to about 18.2 million boxes, 53% below last year. The final northern crop could finish lower still. Southern Peru (Ica) becomes the primary source but cannot replace everything lost, so shortages are possible by variety, size, pack, label and loading window, especially on red seedless, bi-color and specialty programs for December through mid-January.

Cantaloupe: Domestic Season Ends

ALERT

SUPPLY *Limited* OUTLOOK *Offshore takes over*

The domestic cantaloupe season is ending as Yuma wraps up, and buyers should move to offshore or Mexican supplies. Guatemalan fruit is primarily 9s and 12s with limited jumbos, sweetness is lower than usual, and external color is a bit greener than normal, though netting is good. Availability remains limited as offshore inventories build, and quality and condition should improve over the next three to four weeks.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Honeydew: Yuma Season Nearing the End

WATCH

SUPPLY *Steady, ending* OUTLOOK *Nogales builds late Nov.*

Domestic honeydew production in Yuma is nearing the end of the season, and Nogales supplies are expected to become more readily available toward the end of the month. Current production is almost entirely jumbo fruit, with 4J and 5J peak sizing leaving 6s and 8s in very limited supply. Suppliers are exploring packing 6Js or sourcing honeydew to ship alongside cantaloupe to cover smaller sizes. Some external scarring is typical for Yuma fruit, but overall quality is sound.

Mangoes: Steady Supply, Two Origins

STEADY

SUPPLY *Steady* OUTLOOK *Steady*

Mango supply is steady out of Mexico and Brazil, with Tommy Atkins, Kent, Palmer and Keitt varieties in the market. There are no supply or quality concerns to flag this week, so buyers should simply confirm origin mix and ripeness stage with suppliers as the dual-origin program continues.

Pineapples: Tight Into Year-End

ALERT

SUPPLY *Light* OUTLOOK *Possible shortages to year-end*

Heavy rain, drought, high temperatures and El Niño continue to tighten pineapple supplies through at least the end of November, with possible shortages into year-end. Contract volume is holding firm, but open-market availability has dropped. The size curve is shifting, so sizing may need to be substituted through the holiday, and crownless 8- and 10-counts and organic pineapples remain especially tight. Overall quality continues to be good.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Stone Fruit: Imports Ahead

WATCH

SUPPLY *Gap until imports* OUTLOOK *Peaches early Dec.*

The domestic stone fruit season has ended. Imported peaches are expected in early December, followed by nectarines one to two weeks later and plums after the new year. In the meantime, domestic kiwi, Asian pears, pomegranates and persimmons remain readily available and provide excellent seasonal options, and offshore cherries are available in limited volume.

Watermelon: Moving to Imports

STEADY

SUPPLY *Steady* OUTLOOK *Watching Nogales weather*

Watermelon is transitioning from the late-season Texas crop to imports, mostly from Mexico. Demand is tapering as the season changes while supplies remain steady, and quality across growing regions has been good. Nogales crossings continue, and growers are closely monitoring weather conditions that could affect production and availability.

Asparagus: Extremely Limited

ALERT

SUPPLY *Very light* OUTLOOK *Tight into 2027*

Asparagus supplies are extremely limited, with industry volume estimated at only 50 to 55 percent of normal at best. Weather continues to reduce Mexican production in Baja and Sonora, southern Peru is nearing the end of its season, and northern Peru is concentrated in smaller sizes, so larger sizes stay limited through year-end. Short-filled orders are expected. Central Mexico should help bridge supply, but Caborca is expected to start light in late January or February and substantial recovery may not come until late in the third quarter of 2027.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Avocados: Harvest Limits Keep Supply Short

ALERT

SUPPLY *Very light* OUTLOOK *Weeks to backfill*

Protests and blockades in Michoacán have subsided, but limits remain in place to control harvest and restrict the volume crossing into the U.S. Harvest is reduced about 30% from earlier weekly levels, grower boards are limited to 55 million pounds per week, and there is no Saturday harvest through November. Next week's volume is projected near 54 million pounds, and the industry pipeline has only recovered to 40.7 million pounds from all origins. Every order will be affected for the next few weeks, so expect substitutions in size, out-of-spec fruit and short orders. This is an industry-wide outage and will take a couple of weeks to backfill. Peak sizing is 48s and 60s, and fruit is ripening consistently.

Bell Peppers: Florida Takes Over

ALERT

SUPPLY *Light* OUTLOOK *Limited into December*

In the East, Georgia production is winding down as colder temperatures arrive and Florida takes over, though recent heavy rains may delay harvests and increase lower-grade fruit. In the West, Coachella remains the main source of No. 1 peppers while Hermosillo is starting light on smaller, mostly lower-grade fruit, and coastal California is winding down ahead of the desert transition. Green bell supply is lighter from California and South Georgia, and the market could tighten further.

Broccoli: Supply Improving

WATCH

SUPPLY *Improving* OUTLOOK *Desert volume building*

Broccoli supplies continue to improve as production and harvest volumes increase, and availability is better overall even though insect pressure remains in some fields and browning and rot are still being reported. Product is being moved down from Salinas while growers wait for desert acreage to reach full production, and Yuma supplies should help both quality and volume. Broccolini and baby broccoli remain limited, and demand is strong.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Brussels Sprouts: Demand Strengthening

STEADY

SUPPLY *Improved, limited* OUTLOOK *Tighter near term*

Brussels sprout demand continues to strengthen. Quality is good and supplies have improved, but volume remains limited, and the market is expected to tighten further in the near term as holiday demand builds.

Cabbage: Improving as Yuma Starts

WATCH

SUPPLY *Light, improving* OUTLOOK *Better after Yuma transition*

Cabbage supplies remain light, and demand is still strong. Cooler temperatures have reduced insect pressure to normal levels, though quality from Central California is fair. Growers are transitioning to Yuma, where initial reports are positive, and quality and availability should improve once the move is complete. Napa cabbage remains light, while red cabbage quality and supplies look good.

Carrots: Steady Supply, All Sizes

STEADY

SUPPLY *Steady* OUTLOOK *Bakersfield next month*

Carrot supplies remain steady, with Lancaster and Cuyama as the primary growing region. Production will gradually transition to Bakersfield next month. Quality is good and availability is strong across jumbos, mediums, cello and all pack sizes.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Cauliflower: Tight Until December

ALERT

SUPPLY *Very light* OUTLOOK *Relief in December*

Cauliflower is the tighter of the two lagging desert items and supply is extremely limited. The market is strengthening as the Salinas season winds down, with reduced harvest volumes, rising seasonal demand and insect pressure on yields. Several shippers are expected to finish Salinas by late November, and supplies will stay limited until Yuma ramps up. Meaningful relief is not expected until additional desert production comes online in December.

Celery: Steady, Watch the Holiday Pull

STEADY

SUPPLY *Good* OUTLOOK *Steady through Thanksgiving*

Celery has stabilized after early-month increases and is expected to remain steady through Thanksgiving. Santa Maria and Salinas continue to offer good availability across all sizes, with strong quality and excellent promotional opportunities. Supplies could get lighter as the holidays approach, and organic celery remains extremely tight.

Cucumbers: Sinaloa Ramping Up

WATCH

SUPPLY *Tight, improving* OUTLOOK *Better in ~2 weeks*

Eastern production is transitioning from Georgia to Florida, where quality is improving but volumes remain limited. Baja supplies continue to tighten as production shifts to Sonora and Sinaloa, and Baja is wrapping up for the season. New-crop production in Sinaloa is ramping up, with improved availability expected over the next two weeks. English cucumbers are steady out of Mexico, and slicer supply crosses through Nogales and McAllen.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Eggplant: Improving Supply

STEADY

SUPPLY *Good* OUTLOOK *Favorable*

Georgia continues to produce strong volumes with good quality, while Western supplies are improving as Mexican production increases through Nogales and the desert. Overall availability is favorable and quality is good, with steady conditions expected in the coming weeks.

Garlic: Good Quality, Snug Supply

STEADY

SUPPLY *Steady* OUTLOOK *Buy steadily*

Garlic quality remains good and fresh-crop shipments from Gilroy and Bakersfield are in good position, with steady supply on the East Coast. Supply is snug on this crop, so steady purchasing through the year will help ensure product.

Green Onions: Good Supply From Mexico

STEADY

SUPPLY *Good* OUTLOOK *Steady next week*

Supplies continue to be good on green onions out of Mexico, and quality has improved. Supply is back to normal and is expected to stay mostly steady going into next week.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Green Beans: Short-Filled Into the Holidays

ALERT

SUPPLY *Tight, short-filled* OUTLOOK *Tight through the transition*

Green bean supplies remain tight as reduced yields, seasonal transitions and weather limit availability. Round-type beans are limited in South Georgia, Baja and Coachella while holiday demand is high, Mexico has provided little relief, and recent South Florida rain has further affected harvesting. Available product is being short-filled to customers. French beans are also limited by rain in Mexico and Guatemala.

Kale: Good Supply and Quality

STEADY

SUPPLY *Steady* OUTLOOK *Steady next week*

Kale supplies and quality remain good, with steady market conditions expected into next week.

Iceberg: Yuma Takes the Lead

WATCH

SUPPLY *Improving* OUTLOOK *Better as desert builds*

Yuma has taken over as the center of leafy green production, and volumes and quality are improving. Huron is adding volume, but California remains limited, with plant virus pressure and lower yields still affecting Salinas and Santa Maria. Reports of small heads, lighter weights, internal burn and wind burn continue, while quality is improving and the market is trending toward better balance as desert supply builds.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Romaine and Leaf: Below Budget, Quality Better

WATCH

SUPPLY *Below budget* OUTLOOK *Steadier with Yuma*

Disease pressure on romaine is light, and green and red leaf quality continues to improve. Supplies remain below budget, with demand exceeding harvest volumes, and romaine hearts are only moderately available. Reports of light weights, tip burn, fringe burn and some mildew continue but are easing as Yuma volume arrives. The move to the desert is largely complete, so conditions should keep steadying.

Tender Leaf: Strong Supply, Good Promotions

STEADY

SUPPLY *Strong* OUTLOOK *Steady*

Quality and supplies remain strong across all tender leaf items. Improved availability has created promotional opportunities, while other row crops continue to face tight supplies. Spinach quality and supplies look good, though spring mix is limited with some shorter shelf life as disease pressure affects leafy greens.

Onions: Storage Season in Full Swing

STEADY

SUPPLY *Steady* OUTLOOK *Demand strong*

Storage onion season is in full swing, with improved yields across the Northwest and the transition to Washington, Oregon and Idaho complete. Supplies remain steady despite strong demand and shorter-than-expected regional production. Colossal and super colossal sizes are lighter because of wildfire smoke and heat, and freight remains a key factor in the market.

DiMare Fresh News
THE WEEKLY PRODUCE MARKET REPORT

Chili Peppers: Tight on Both Coasts

ALERT

SUPPLY *Tight* OUTLOOK *Improves in 2–3 weeks*

Chili pepper supplies are tight on both coasts as growing-region transitions and recent weather limit availability. In the East, Georgia remains the primary source through Thanksgiving while Florida begins light production. Western supplies are constrained across Baja, Central Mexico and Sonora, with poblanos, Anaheims and tomatillos particularly limited and short-filled orders possible. Availability should improve over the next two to three weeks as Sonora expands and Sinaloa begins its season.

Potatoes: 40–80 Counts Tight

ALERT

SUPPLY *Tight, 40–80 count* OUTLOOK *Tight all season*

New-crop potatoes are in storage, and reduced acreage, water limitations and warm nights have produced smaller sizing. Strong holiday demand keeps 40- to 80-count supplies extremely tight, and that is expected to continue all season, while 80- to 120-count potatoes are more readily available. Washington potatoes show excellent quality with mid-size counts peaking. Sweet potatoes from California and North Carolina remain limited until new-crop supplies arrive.

Squash: Eastern Supply Improving

STEADY

SUPPLY *Increasing* OUTLOOK *Easier as Mexico improves*

Eastern supplies from Georgia and Florida continue to increase and quality remains good. Zucchini and yellow squash are improving out of South Georgia, with Mexican product crossing in Nogales this week. In the West, the season is winding down and production is declining, while Mexican supply is steady and expected to ease as volume improves.

Where to Find Us

Four distribution centers reaching most areas of the country in one to three days.

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Happy Thanksgiving from all of us at DiMare Fresh

Wishing you and your family a warm and joyful holiday.