



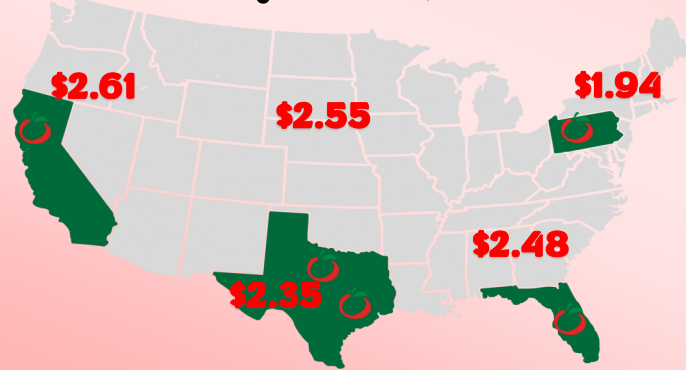
Fresh News

Market Alert

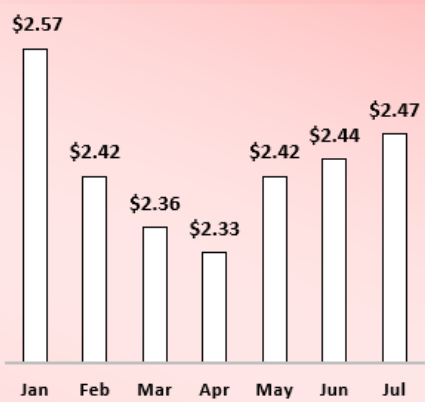
- ◆ Asparagus
- ◆ Avocados
- ◆ Bell Pepper-Green
- ◆ Blackberries
- ◆ Brussel Sprouts
- ◆ Onions
- ◆ Oranges
- ◆ Potatoes



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

Location	Current Temp	High	Low
Watsonville	+72°	+74°	+54°
Salinas	+64°	+68°	+56°
Culiacan	+90°	+93°	+78°
Newman	+105°	+108°	+62°
Yakima	+94°	+106°	+75°

A Fresh Take on Value-Added Distribution

Tomatoes



East Coast

The Eastern region continues to experience a scarcity of Roma tomatoes, despite the fact that producers in Tennessee and North Carolina will harvest them this week. Availability is anticipated to increase in the coming weeks. The quality has been satisfactory to this point. Although there appears to be an adequate quantity to fulfill the necessary duties, the availability of round tomatoes in the Eastern region is currently restricted. The cultivation of crops in Virginia commenced last weekend and is currently demonstrating favorable quality. Only a limited number of larger volumes are available, with the majority of sizes falling within the 5x6 range. Furthermore, we are observing a limited number of occurrences that are arising in the mountainous region between Tennessee and North Carolina. The grape tomato harvest in Virginia began last week with a modest start. As we have begun harvesting from additional plantings, growers are noticing an increase in yield. We expect that the situation will remain relatively stable, contingent upon climatic conditions.

West Coast

Growers in the Central Valley of California have sustained a consistent level of production. The quality of our produce has been exceptional, particularly as a result of the bush-type cultivating techniques that are implemented in California. Furthermore, we have predominantly collected fruits that are extra-large in size. Nevertheless, the extended period of intense heat is anticipated to lead to immediate quality issues, including sunscald and softness, as well as longer-term repercussions, such as the loss of blossoms within a 3- to 4-week-period. Growers in California's Central Valley are presently maintaining a consistent level of tomato production. The persistent heat wave has resulted in transient quality issues, including sunscald and softness, which are the direct consequences of the excessive heat. The longer-term repercussions are anticipated to manifest within a three to four-week timeframe, which will be marked by a general decrease in the size of the produce and a reduction in crop yields as a result of the shedding of blossoms.



Mexico

By the end of the month, the southern region will finish its production, resulting in a reduction in the overall volume of Romas in Baja. This will allow the northern production area to concentrate on the extant land. Despite the fact that there is still a limited quantity of product available this week, the productivity in Central Mexico has decreased due to weather conditions. Central Mexico and Baja California are the primary regions in Mexico where round tomatoes are cultivated. The aggregate production of goods will decrease as a result of the gradual decrease in agricultural operations in Southern Baja over the next few weeks. Nevertheless, the northern region of Baja will maintain consistent levels, with a wide variety of sizes readily accessible. The primary source of grape tomatoes in Western supplies is primarily from Baja and Central Mexico, where the regions are currently experiencing a decrease in sunlight due to dreary weather and previous rainfall, respectively.



A Fresh Take on Value-Added Distribution

Fruits

Apples

We are rapidly approaching the arrival of the new crop of Washington apples as we enter the third week of July. Although the majority of apple varieties will not be available until September, the second week of August will see the introduction of the new crop Gala and Honey Crisp apples. The apple market is expected to remain stable until that time. Throughout the summer, there will be an abundance of Fujis, Granny Smiths, and Reds. In July, the prices of Honey Crisp and Pink Lady apples will increase, and the majority of merchants will complete their gold production within the next few weeks.



sequently, the current demand is surpassing the available supply.

Berries—Blueberries

Currently, the market is being heavily influenced by the Pacific Northwest, which is producing a large quantity of fruit from Oregon, Washington, and British Columbia. Michigan is currently in its second or third week of manufacturing. Markets are anticipated to maintain stability with a minor decline.



Berries—Raspberries

Like the blackberry scenario, the plants in Mexico and California exhibited poor adaptation to the extreme heat in late June. The recent precipitation in Mexico has had an additional negative effect on the quality and accessibility of resources. It is anticipated that the markets will continue to be at high levels throughout the upcoming week.



Bananas

The ongoing problems are being resolved as a result of Hurricane Beryl. There is no redirection of boats currently taking place. There should be an improvement in the availability of supplies.



Berries—Blackberries

Plants are experiencing a sluggish recovery as a result of the intense heat that occurred in Central Mexico and California a few weeks ago. In addition, the recent precipitation in Mexico is exacerbating quality problems and decreasing the overall quantity. Con-



Alert

Berries—Strawberries

The Salinas and Watsonville areas continue to produce a significant amount of goods, but there is currently relatively little market for them. As the plants reach the end of their highest level of output, we can anticipate a gradual decrease in volume from these areas.



A Fresh Take on Value-Added Distribution

Citrus - Lemons

The fruit is reaching its highest point in size at 115 ct and larger, while the smaller sizes at 165 ct and below will continue to be very limited during the summer until District 3 starts in mid to late September. The demand for diamonds weighing 140 carats and smaller will remain robust. District 1, located in the San Joaquin Valley, has completed its growing season, making District 2 (Oxnard/Ventura County) the primary zone for cultivation. Currently, District 2 is experiencing the highest production of larger-sized fruit. In addition, there has been a slight increase in offshore supplies on the West Coast, which has helped alleviate the shortage of domestic lemons.



of fruit is currently at its highest point, with a minimum size of 72 ct. However, higher sizes such as 88, 113, and 138 ct will be limited throughout the Valencia season, especially once schools reopen. Valencias are presently accessible in the Central Valley and Riverside, with Brix values in the range of 12. In addition, Chilean fruit from offshore sources is commencing its arrival on the West Coast this week.

Grapes

The cultivation of green Mexican grapes is nearing its end for the season due to the excessive heat in the growing areas, prompting numerous growers to conclude their operations prematurely. Nevertheless, there are still a limited number of Mexican red globes remaining. This week, there will be a substantial increase in the volume of domestic grapes as the primary region in the San Joaquin Valley intensifies its output. The hours during which crews can pick are being restricted due to high field temperatures. However, it has been reported that the harvest is of exceptional quality and quantity. Assuming there are no unexpected rainstorms, we anticipate a consistent availability of California grapes until perhaps late November or early December. The cultivation of red Mexican grapes is nearing its end for the season due to the premature conclusion of many growers caused by the intense heat in the growing areas. Nevertheless, there are still a limited number of Mexican red globes available. This week, there will be a substan-



Citrus - Limes

The market continues to maintain stability. The recent sporadic rainfall is predicted to enhance the growth of crops in the upcoming weeks, while there is an estimated decrease in overall supplies during the month of August. The quality is satisfactory, however, the size distribution will gradually shift towards larger sizes.



Citrus - Oranges

Valencias are the dominant type and are thriving in a stable market. The demand is gradually increasing as some school-related activities resume, but the harvest levels are still low as producers try to prolong this brief Valencia season. The size



A Fresh Take on Value-Added Distribution

tial increase in the volume of domestic grapes as the primary region in the San Joaquin Valley intensifies its output. The hours during which teams can pick are being restricted due to high field temperatures. However, the crop is said to have exceptional quality and volume. Assuming there are no unexpected rainstorms, we anticipate a consistent availability of California grapes until the end of November or the beginning of December.

Melons - Cantaloupe

The cantaloupe market is currently stable, with exceptional quality from the recently harvested crop in Central California. As a result of the recent heat wave, the new crop is reaching its highest point in terms of size and quality in Jumbo 9s and 9s, while smaller fruit is being sold at a higher price. The Brix levels vary from 14 to 17. Retailers are seeking to advertise ADS for all melons at the end of July and the start of August. Desert regions currently have specialty melons in stock.



Melons - Honeydew

The honeydew market is now stable, as shippers have effectively augmented their stock of the last harvest. The current harvest of Honeydew melons is reaching its highest level of quality and quantity in sizes 5s and Jumbo 5s. Due to decreased crossings from Mexico, there is currently a shortage of smaller fruit, causing Honeydew 8s to be in high demand and priced at a premium. The Brix values range from 14% to 18%.



Melons - Watermelon

Following the conclusion of the Arizona season, watermelons are currently accessible in California, Kentucky, North Carolina, and South Carolina. Retailers are constantly advertising summer fruit due to a consistent demand after the 4th of July season.



Pears

Novel agricultural produce The California pear harvest is commencing this week, however there has been a 20% decrease in the production compared to previous year. The canneries are offering high prices to support the industry. Anticipate that prices in California will start at a high level and continue to be elevated. The volume of Washington's harvest is expected to decrease, especially in the Wenatchee area, due to frost during bloom. This has caused some shippers to question the feasibility of their crop in that region. The Yakima and Hood River districts are projected to experience a 20% decrease compared to the previous year.



Pineapple

Supply is insufficient, so contracted business is emphasized. Low rainfall in Costa Rica is reducing pineapple crosses, with the new Costco harvest expected in week 32. Mexican pineapples are impacted by excessive rains, causing internal difficulties and decreased Brix levels below U.S. requirements.



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Stonefruit

As a result of a heat wave that restricts the amount of time that crews are able to work, the prices of peaches, plums, and nectarines in the Central Valley are experiencing a little hike. On the other hand, both the supply and the quality are fine. Sever-



al shippers from the Central Valley have begun to arrive with pluots, and this trend is expected to continue through the month of August. The apricot season in California has come to an end, while the season in Washington has begun, albeit with a light amount of fruit. The market for Chilean kiwis has not changed that much.

Vegetables

Asparagus

As a result of the favorable weather in the region, the quality of the Mexican asparagus has improved this week. The Peruvian volume is also improving, and it is anticipated that this trend will continue over the course of the next two weeks. However, jumbo sizing is still restricted. You should anticipate that the market on both sides will progressively stabilize.



Alert

and the amount of fruit is anticipated to decline gradually as the present harvest comes to an end. Peru is now exporting fruit and is anticipated to do so until late August.

Avocados

The ripening period for the present crop will continue to be shorter until the next crop is ready for harvest. The blooming of Flora Loca has commenced, albeit in minimal amounts. The maturity levels of the harvest are still lower in comparison to the Normal crop, which is currently being delivered. Shippers are implementing stringent measures to prevent the mixing of fruits on a single pallet. The production in California is currently in progress and will persist till August. Colombian fruit is being transported to the East Coast,



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Bell Peppers - Color

Presently, there is a decline in the production of colorful bell peppers in both Eastern Canada and Central Mexico. From late July to early August, there is expected to be a significant increase in activity in Central Mexico as fresh harvests become accessible. Considering that a significant piece of land has been taken out of the market owing to disease concerns, it is highly improbable that Canada would have a resurgence in its usual volume levels. The availability of products in Western Canada has been consistently sufficient, without being excessive. In general, the quality is satisfactory; however, the size distribution is predominantly biased towards larger fruits.



A Fresh Take on Value-Added Distribution

Bell Peppers - Green

Alert

The bell pepper harvest has been negatively impacted by elevated temperatures, leading to a difficult situation for bell pepper supplies this week. The crop in Eastern North Carolina saw lengthy periods of abnormally high temperatures, leading to an early end of production for retail purposes. The remaining crop primarily comprises suntans and assorted shades of red. The process of cultivating fields in New Jersey has begun. However, the initial crop has been picked extensively to meet the demand, leaving farmers waiting for the next crop to be ready. Although there have been a few minor local transactions, there is currently no substantial amount of trade taking place in the Eastern region. Michigan is expected to undergo a surge in volume, positioning it as the next region with greater quantities. Throughout the gap, we will observe a few events, but the majority of the quantity will not be accessible until the latter half of the month. Pepper is often found in the Western part of California in two locations: Bakersfield and Selma. Both regions have experienced the impact of high temperatures, leading to a decrease in working hours and potentially compromising the future quality of the fruit. We anticipate that Washington state will become operational either during the last week of July or the first week of August.



Broccoli

Salinas, Santa Maria, and Mexico are all experiencing gradual improvements in the quality and quantity of



broccoli supplies. As we go closer to the weekend, you should anticipate that the market will continue to ease.

Brussel Sprouts

Alert

The warm weather in Mexico has caused discoloration and an increase in pests, which has led to a shortage of Brussels sprouts. This limited supply of Brussels sprouts continues to exist. Next week, it is anticipated that the market will continue to be stable.



Cabbage

There is a consistent availability of resources, and the quality of those resources is outstanding. It is anticipated that the availability of goods and services from Oxnard and Salinas, as well as the marketplaces and suppliers, will remain stable over the course of the following weeks.



Carrots

This week, Bakersfield is the main zone for cultivation, with the Cuyama/Santa Maria area following closely behind, and this will persist until October. The outlook for the forthcoming season appears favorable, with abundant land and sufficient resources.



Cauliflower

The availability of cauliflower remains consistent, with high-quality produce originating from Salinas, Santa Maria, and



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Mexico. Various sizes are currently in stock at competitive pricing, and it is anticipated that the market will maintain stability throughout the weekend.

Celery

Consistent provisions are anticipated for this product throughout the week, notwithstanding the current low demand. All sizes are now in stock and many providers are willing to accommodate large orders. Therefore, it is advisable to promote the products extensively. Trucks have the capability to load in both the northern and southern directions. In general, the product's quality consistently exceeds that of most shippers.



Cilantro

The availability remains restricted, with a shortage of items of inferior quality. Market prices have risen, and supplies are being transported from Oxnard and Salinas. Expect a limited supply in the following weeks.



Cucumber

The supply is sufficient, with a substantial volume and high quality originating from Baja. Nevertheless, the amount of traffic passing through McAllen from Central Mexico is now low as a result of recent weather conditions. Eastern supplies is likewise shifting to northern regions.



Eggplant

The volume and quality of products from the San Joaquin Valley are satisfactory. Although there are still some openings in the Carolinas, it is anticipated that local bargains will commence in the upcoming weeks.



Green Beans

This week, the supply of green beans has been limited due to adverse conditions in Michigan and the waning phase of the season in Virginia. New York is now in its first phases and is anticipated to experience a surge in activity in the near future. Michigan is anticipated to address their delay within the next week or two. Assuming that the weather conditions become better, it is anticipated that the supply would regain its previous state in the upcoming time. Fruit is readily available in the Western region from the cultivation regions of California and central Mexico. However, we saw specific concerns regarding the quality as a result of the extreme heat.



Green Onions

This week, there is a plentiful supply of green onions, and their quality has improved. It is expected that there will continue to be a robust supply of green onions throughout next week.



Kale

This week, there is anticipated to be a plentiful and superior supply of kale, which presents a great chance for advertising.



A Fresh Take on Value-Added Distribution

Lettuce—Tender Leaf



The recent high temperatures have had a substantial impact on delicate leafy greens such as spinach, spring mix, parsley, and cilantro. During the upcoming week, anticipate observing the occurrence of yellowing, wilting, and a general softening of textures. It is expected that there will be a decrease in the availability of supplies as we approach the weekend.

Lettuce—Iceberg



In general, the market is stable, however there is a little discrepancy in prices within the business. Due to the warm temperatures in the growing regions, many providers are cultivating exceptionally large lettuce. The decrease in demand due to school closures has resulted in a surplus of goods among different shipping companies. Currently, there are no lettuce items that are enjoying an increase in value or increased benefits. Reports suggest the presence of outer leaves that have changed color, heads that are not properly shaped, and a significant increase in weight.

Lettuce—Leaf



Anticipated market conditions indicate that prices will stay stable in the coming weeks, and the available supplies are of excellent quality. However, producers in Salinas are expecting the occurrence of tip burn on the outer leaves due to the elevated temperatures that have been seen.

Lettuce—Romaine



The supplies sourced from Salinas and Santa Maria are easily accessible and highly sought after due to their commendable quality. However, the elevated temperatures in Salinas have caused tip burn on the outer leaves. It is expected that the markets will remain stable in the next weeks.

Mushrooms



The weather has improved the quality and abundance of brown and white, indicating a steady supply for the future months. Currently is a favorable occasion to promote and support.

Onions

Alert



The elevated temperatures in California are causing delays in production, which in turn is leading to shortages in California. As a result, the prices in New Mexico are increasing because to the limited supply from California.

Mini Sweet Peppers



The current season's supply of small desserts in Mexico has been depleted, and there is anxious anticipation for the Baja season to begin at the end of the month. Although California has experienced a limited number of heatwaves, the quality and yield of crops have been adversely affected by the protracted period of temperatures exceeding 100 degrees Fahrenheit, resulting in a severe shortage of produce. A scarcity of fruit has

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been observed in Canada this week, with scarcely any available. It is envisaged that the product will be in short supply for a minimum of two weeks, taking into account all pertinent factors.

Peppers/Chilis



Chili peppers are scarce in the East this week. Some remain in Georgia, North Carolina, and a few local areas, although most have few types. Small local offers will appear in western North Carolina, Kentucky, Pennsylvania, and New York in July and August. California and Mexico have chilies. California's fruit comes from Selma/Fresno. Few growers supply the whole blend, but their quality is superb. Baja has light volume and few variations in the early season. This week has improved and another grower will start next week, so Baja should have additional supply possibilities. In central Mexico, production has been steady, but rain and weather will likely impair numbers and quality in the coming weeks, especially on poblanos.

Potatoes

Alert



As Norkotahs decline and Burbanks become the primary variety, 40-70 CT stocks are scarce. However, 80-120 CT and 6 oz #2s are readily available.

Squash-Yellow & Zucchini



Both yellow and zucchini squashes are readily available in the East thanks to the plentiful local production programs and the presence of Michigan. The overall quality

is acceptable, yet there are occasional instances where individual fields, lots, or growers face difficulties. The output rates from Santa Maria in the western regions remain consistent, whereas Baja, Mexico is experiencing a progressive increase in production levels. There is a potential for a decline in output in Santa Maria within a 2-week timeframe as a result of the transition between blocks. However, it is anticipated that the supply will remain adequate. Washington state is a producer of high-quality squash, however most of it is primarily marketed to meet local demand.

Hard Squash



The challenging situation with squash bears many similarities to the events of the previous week. There are limited locations in North Carolina, New Jersey, Georgia, and Kentucky where trading volumes are often low. Additional states in this category are Georgia and Kentucky. Due to Kentucky's involvement in significant summer events in the Eastern area, we should expect increased activity from Kentucky in the upcoming weeks. In August, several states, such as New York, Virginia, Pennsylvania, and others, are expected to commence their operations specifically for the season. All three types of hard squash can be found in the Fresno, Bakersfield, and Selma districts of the Western United States, and they are all of exceptional and unadulterated quality. Hard squash is readily available in these regions.

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
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Houston
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