

Fresh News

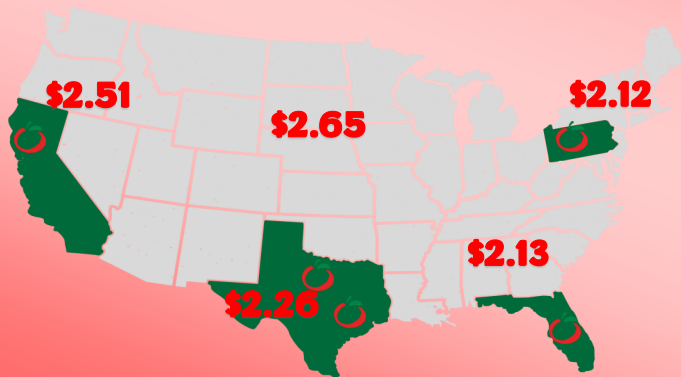


Market Alert

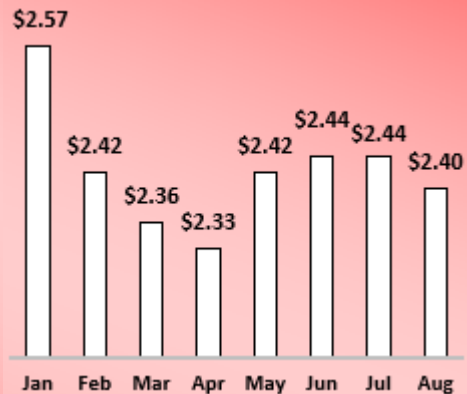
- ◆ Avocados
- ◆ Blackberries
- ◆ Blueberries
- ◆ Broccoli
- ◆ Cauliflower
- ◆ Green Onions
- ◆ Mushrooms
- ◆ Oranges
- ◆ Pineapple
- ◆ Strawberries
- ◆ Tomatoes



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

Location	Current Temp	Alert
Watsonville	+70°	High Heat
Salinas	+70°	High Heat
Culiacan	+91°	High Heat
Newman	+92°	High Heat
Yakima	+92°	High Heat

Day	Watsonville	Salinas	Culiacan	Newman	Yakima
Monday	+76° +51°	+79° +51°	+93° +74°	+99° +58°	+97° +65°
Tuesday	+81° +54°	+87° +56°	+92° +75°	+104° +63°	+89° +59°
Wednesday	+81° +56°	+88° +59°	+88° +76°	+108° +70°	+92° +63°
Thursday	+84° +56°	+90° +61°	+91° +76°	+109° +71°	+96° +68°
Friday	+74° +53°	+82° +57°	+88° +77°	+107° +72°	+100° +71°
Saturday	+77° +52°	+84° +56°	+90° +76°	+104° +69°	+99° +70°

A Fresh Take on Value-Added Distribution

Tomatoes

East Coast

Growers in Tennessee are consistently maintaining high-quality output of roma crops. The North Carolina program has had a decrease in production this week, but a new field is anticipated to start operating soon, which will restore production to the predicted levels. In October, production will relocate back to Florida for the Winter season. This week, Tennessee is consistently yielding round tomatoes, with a greater ratio of vine-ripened tomatoes compared to fully mature green ones. The quality remains excellent, since it has been positively influenced by a prolonged period of arid climatic conditions. Virginia farmers are projected to switch to growing Fall round tomato harvests in the upcoming week, and it is estimated that there will be an increase in volume by the following week. Additionally, there are other local and regional programs that are supplying fruit consistently and of high quality. The grape tomato output in Virginia has been diminished this week due to the cooler temperature, but the supply is still sufficient. Grape tomato production in Tennessee and North Carolina continues at adequate levels to maintain a good supplies. The overall quality of the final pack has been satisfactory, although there has been some fruit loss during the packout process. Production in these regions is anticipated to persist, potentially extending until October, contingent upon weather conditions.



West Coast

The production in California has been pretty constant. The quality remains consistently high, but other producers are encountering varying quality levels based on their cultivation sites and crop development stage. In the western region, California's production has been consistent. However, the output of growers has decreased due to the impact of heat experienced 4-6 weeks ago. The distribution of sizes has been effectively managed, and the overall quality is satisfactory, although the quality may vary among different growers. In the Palmetto/Ruskin area, grape tomatoes are anticipated to be harvested shortly before the conclusion of Virginia's growing season.



Mexico

The production of Roma tomatoes has been relatively stable, primarily due to contributions from California, Baja, and Central/Eastern Mexico. The output of Baja is expected to remain stable until September, although there will be a move towards smaller fruit sizes. The roma tomato production in Central and Eastern Mexico is steadily increasing, although it is occasionally affected by intermittent rainfall. Baja's tomato growers are currently prioritizing their existing fields and making a transition towards producing more medium-sized tomatoes while reducing the number of huge tomatoes. It is anticipated that volumes would continue to remain stable at these lower levels until September. Volumes in Central and Eastern Mexico are experiencing moderate improvements, however production could be affected by periodic rain showers. In the western region, Baja is consistently supplying a moderate amount of grape tomatoes, and new harvests are expected to begin in mid-October.



A Fresh Take on Value-Added Distribution

Fruits

Apples

The Washington harvest is currently underway, with the arrival of fresh crop Galas and Honey Crisps. Additionally, Golden Supremes are scheduled to start being harvested in the coming weeks. With storage inventories decreasing, the market is slowly on the rise. Fujis and Pinks are still in limited availability until the new crop is ready.



We expect a period of lower production until Central Mexico, Baja, and Peru begin their seasons in late September or early October.

Berries—Raspberries

After a surge of product from Baja a few weeks ago, the supply has decreased and will continue to be lighter in the upcoming weeks. However, production is anticipated to increase again in mid-September, with a primary focus on Mexico.



Bananas

The overall quality is exceptional, characterized by robust and constant quantities despite small disruptions in port operations. Occasionally, there may be a slight delay of half to one color stage in the ripening process, although this is uncommon and not of great concern.



Berries—Strawberries

Salinas and Watsonville are experiencing a decrease in numbers, as the recent heatwave has resulted in a decline in yields due to quality concerns. Santa Maria is now producing small quantities of the new crop, with expectations of larger volumes next week. This will help alleviate the current high demand we are facing.



Alert

Berries—Blackberries

Availability of Blackberry supplies is currently limited, but we anticipate a boost in production when Mexico ramps up in late September.



Alert

Berries—Blueberries

The Pacific Northwest season is coming to a close rapidly as a result of weather conditions and an increasing demand from the school sector.



Alert

Citrus—Lemons

The fruit is currently at its highest point, with sizes of 115ct and larger. However, smaller sizes of 165ct and below will continue to be in short supply throughout the summer until District 3 begins in mid to late September. The demand for 140ct and smaller sizes will continue to remain robust. After completing District 1 (San Joaquin Valley), District



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2 (Oxnard/Ventura County) has emerged as the primary growing region, with a specific emphasis on cultivating larger fruit. Suppliers on the West Coast are now offering offshore options to help meet the demand for domestic lemons.

Citrus—Limes

The market has shown signs of improvement, however, there is now a scarcity of supplies. The demand for academic expansion is increasing, while the number of academic crossings has decreased. The fruit is currently at its highest point in terms of size, with 110/150ct being the most common sizes available. The quality of the fruit varies due to a combination of older and newer batches. Shippers are adjusting their prices to account for the better-quality options, which come at a higher cost.



Citrus—Oranges

Markets are experiencing growth due to the rising demand from schools, while efforts to prolong the limited Valencia season are ongoing despite low harvests. Valencias are currently in stock in the Central Valley (with a peak size of 56ct and larger) and Riverside (with a peak size of 88ct). Contracts are of utmost importance, and certain shippers are already distributing supplies based on limited availability. Consider exploring offshore navels as an alternative option available on both coasts. If they're not feasible, you may want to consider switching to other commodities such as apples or grapes. The Domestic



Alert

Navel crop is projected to commence in the latter part of October, with Valencia Brix measuring around 12.

Grapes

The market for greens has not experienced any significant changes and continues to remain soft. Many shippers maintain a diverse range of products in their inventory, which allows for greater flexibility in pricing. The quality of the product can differ among different batches, and the price you pay often reflects the quality of the grapes. This market trend is anticipated to persist for another week to 10 days. The demand for reds remains relatively stable. The flames are almost extinguished, but there is anticipated to be a consistent demand that will help maintain stable prices.



Melons - Cantaloupe

The cantaloupe market is showing signs of improvement, with high-quality produce coming from central California. Market prices are constantly changing as shippers take advantage of growing demand. Special offers are currently available for retailers looking to maximize their sales before the end of the summer season. The decrease in bloom drop is beginning to impact the overall crop production, especially for fruits of smaller size. The upcoming bid season for Fall and Winter is fast approaching.



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Melons - Honeydew



The Honeydew market is experiencing increased demand as the size of honeydews grown in fields continues to expand, resulting in a decrease in the availability of smaller sizes. Shippers are increasingly prioritizing honeydew contracts, resulting in a significant surge in market rates over the last two weeks. Bloom drop can sometimes lead to gaps in smaller honeydews. The Arizona crop is expected to be ready for harvest by mid-September, while honeydews from

last year, particularly in the Wenatchee district. Anticipate the market to maintain stability with increased pricing.

Pineapple

Alert



Meeting the demand has become a challenge as supply falls short, and our focus remains on fulfilling contracted business. Costa Rican pineapples are currently experiencing difficulties as a result of insufficient rainfall in the tropical region and delays at ports on the West Coast, which are impacting loading schedules. Finding larger fruit can be quite challenging. There has been a decrease in Mexican crossings compared to last year, and we anticipate the arrival of new crops in early September. Reduced crossings from Mexico are also being influenced by quality issues.

Melons - Watermelon



There are currently great deals on watermelons in the region, particularly for larger sizes (28/26 count). The demand for smaller sizes (45/60) remains strong, driven by retailers' ongoing promotion of summer fruit. However, the issue of quality may arise as California starts to encounter cooler weather.

Stone Fruit



The availability of peaches, plums, and nectarines has been affected by the intense summer heat, resulting in a reduced supply. As a result, the peach and nectarine seasons are expected to conclude in September instead of October. Plums are also impacted, but they are expected to continue into November because of the presence of late-season varieties. Early pomegranates are now available, and the kiwi market is bustling as shippers take their time to pack fruit in controlled atmosphere. Anticipate an increase in kiwi prices in the coming weeks.

Pears



Availability of California pears is decreasing, as Red Pears and Bartletts are becoming less abundant. Bosc pears will remain readily available throughout September. Washington has begun the harvest of Bartletts this week, with volumes currently being on the lighter side. However, it is anticipated that the volumes will increase in the coming week. As a result of frost during the bloom period, Washington's crop has experienced a decrease in size compared to

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Vegetables

Asparagus



The supply of asparagus in Mexico still tends to be dominated by smaller sizes, while in Peru, the volumes are increasing but also leaning towards smaller sizes. Harvesting has commenced in Southern Peru. There continues to be a strong demand for larger sizes, including XL and Jumbo, with reports of good quality coming from Peru and Mexico.

Avocados



Alert

The markets are showing signs of improvement with the ongoing harvest of the Flora Loca crop. However, the prices for 48ct and larger sizes are still high, primarily because the peak size is 60/70ct. Usually, Flora Loca dominates the market, but this year's oil content must reach a minimum of 24% before harvesting, and the recent rainfall in Mexico has hindered the development of dry matter. This will prolong the ripening period and reduce the amount of lower quality fruit available in August and September. The Negra crop is almost done and can be found occasionally. Supplies in California are running low and are projected to last until August, while Peruvian supplies are also dwindling and expected to continue decreasing throughout the month. Flexibility with different origins and sizes will be necessary. Please ensure that orders are placed well in advance to allow for ripening and in-

ventory planning, as availability may fluctuate.

Bell Peppers - Color



The supply situation for red, yellow, and orange peppers remains unchanged from last week. In Canada, production remains limited as the season comes to a close and acreage decreases. Central Mexico continues to experience consistent supply levels, with a moderate volume. The quality and sizing have been consistently good from both areas.

Bell Peppers - Green



This week, bell peppers can be found in abundance in both the East and West. In the Eastern regions, a wide variety of fruit is being supplied from different states such as New Jersey, New York, Michigan, Tennessee, and North Carolina, among others. Most areas are not experiencing any significant problems in terms of quality or size. In the Western region, the supply of crops is currently ranging from moderate to strong. Growers in the Oxnard and Arroyo Grande areas have begun their harvests. The quality is excellent, with the newer growing areas yielding larger sizes. In addition, the Washington State program is currently operating at full capacity, providing high-quality products consistently.

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Broccoli

There is a limited availability of broccoli in all growing regions. The quality is anticipated to vary from fair to good in the upcoming week. There is a possibility of a small uptick in the market as we approach the weekend.



Alert Cauliflower

The recent weather in the Salinas growing districts has resulted in favorable conditions for the rapid growth of insect populations, which unfortunately caused damage to certain cauliflower crops. Consequently, the availability of cauliflower is anticipated to be limited until the following week.



Brussel Sprouts

Overall, there has been a gradual improvement in volume, as supplies across the industry are increasing and the open market is becoming less competitive. Increased capacity in both processed and bulk pack categories presents an excellent opportunity for promotions.



Celery

There will be ample supplies of this commodity available in both the northern and southern regions throughout the week, and the market is expected to remain stable. We have a wide range of sizes available, with a generous supply of larger sizes. Take advantage of the great opportunities for promotion that are available in Oxnard/Santa Maria. The quality of most suppliers is consistently above average.



Cabbage

There is consistent supply of high-quality products from Oxnard and Salinas. The markets and supplies are projected to maintain stability in the upcoming weeks.



Carrots

The Cuyama/Santa Maria area serves as the primary growing region and will extend its operations until November. Higher market prices have led to increased demand for jumbos and cellos, while regular business continues to be well-supported. As schools resume, there is a wide range of baby and snack packs available, ensuring convenience for students.



Cilantro

Supplies are of fair quality and come in a variety of options. There has been a rise in market pricing, and shipments are being sent out from Oxnard and Salinas. There is anticipated to be a limited supply, and the market is projected to experience growth in the coming weeks.



Cucumber

There is a noticeable shortage of cucumbers in the Eastern regions this week. New York and Michigan have been affected by wet and cool weather, which has



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brought their seasons closer to an end. Similarly, New Jersey has finished its cucumber production. Southern regions are currently offering limited quantities. We are looking forward to the next 7-10 days as our Eastern North Carolina program begins, with expectations for moderate to strong volumes. Relief is anticipated during this time. Meanwhile, there has been a decrease in supply in the Western region, as both Baja and Central Mexico are currently experiencing lower production levels. In general, the availability of cucumbers is limited, but there are signs of improvement in the near future.

Eggplant

Warmer weather conditions in certain parts of the East have resulted in a decrease in eggplant production, causing a reduced supply in areas like New York and New Jersey. There are also some product options available in the southern regions. Our Eastern North Carolina program is set to start with Fall crops in a few weeks and is expected to contribute to stabilizing the supply. Despite the decrease in volumes, the quality remains high across most areas. In the Western region, California's production continues to be limited, with fruit being sourced from the Fresno and Selma areas. Our Washington State partner is currently seeing strong volumes and exceptional quality, particularly in larger-sized fruit. This will assist in maintaining a balanced overall supply, guaranteeing availability despite the shortage in California.



Green Beans

The Eastern regions are experiencing a decrease in green bean supply due to the cooler weather and seasonal transition. Now that New York and Michigan have finished their seasons, Pennsylvania, Tennessee, and Virginia have become the main sources, although their supplies are currently limited. Supply is also limited in the West. Some California growers are experiencing shortages caused by recent high temperatures, while Washington State is also facing a week-long gap. Nevertheless, Oregon has been offering a supply of beans to help address the shortage. In general, the availability of green beans is limited, as both the Eastern and Western regions face difficulties in production.



Green Onions

There will be a limited availability of green onions for the next few weeks due to supply issues in Mexico caused by high temperatures in the growing regions.

Alert



Kale

There is an anticipation of an abundant supply of kale this week and next, with the market expected to remain stable. The quality of the kale is also expected to be high.



Lettuce—Tender Leaf

Spinach supplies will continue to be limited until next week as a result of the hot weather during the growing season.



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This weather impacted seed germination, leading to uneven stands and lower yields. Anticipate the ongoing scarcity of supply to persist.

Lettuce—Iceberg

The market for this commodity has strengthened and is anticipated to become more dynamic in the upcoming week. The demand for school business has seen a significant increase, leading to lower inventories reported by many shippers in comparison to the previous week. Weights still range from 39-44 pounds, and there are even some shippers who offer larger-sized heads. Although there have been some reports of slight discoloration and misshapen heads, the overall quality is still above average. There is still some variation in pricing within the industry.



Alert

Lettuce—Leaf

Green leaf and red leaf lettuces are becoming more prominent in the market as supplies have become lighter compared to previous weeks. The fields are currently facing quality issues like fringe and tip burn, which have resulted in a tighter supply due to increased demand from the school business. At present, all orders are being satisfactorily fulfilled. The market is anticipated to maintain its strength in the upcoming week, thanks to the presence of several shippers.



Lettuce—Romaine

Supplies remain consistent, with satisfactory quality, and are highly sought after by Salinas and Santa Maria. On the other hand, the warm weather in Salinas has unfortunately led to tip burn on the outer leaves. As a result, it is anticipated that the markets will maintain a steady pace in the upcoming weeks.



Mushrooms

Previous heat waves have affected current availability, but supplies are anticipated to improve over the next two weeks.



Alert

Onions

The Northwest is now in the midst of the new crop harvest. It is advisable to place orders well in advance due to the fluctuating availability of our products. The market is thriving for all colors



Mini Sweet Peppers

There is a limited supply of mini sweets available in Canada and a moderate supply coming from Baja. Availability is currently limited and is expected to continue in the same manner for the foreseeable future. Thankfully, our program in Washington state will be commencing within the next 5-7 days. The fruit appears to be of excellent quality, with good sizing and overall quality. It will be a valuable addition to the local supply.



A Fresh Take on Value-Added Distribution

Peppers/Chilis



There is still a limited availability of chili peppers in the East, with some areas having small amounts of product. Warmer weather in more northern areas like New York and Pennsylvania has caused a slight decrease in production. This scattered and widespread supply pattern is anticipated to persist until Georgia's harvest begins later in the Fall. In the western region, there is sufficient supply for all items. Chili peppers can be found in various regions such as Baja, Central Mexico, Washington State, and California. The quality of these peppers remains high as long as they are fresh. It is worth mentioning that the chili peppers in Washington have been of exceptional quality this season.

Potatoes



Storage crop Brubanks are becoming less common and are now only available in limited quantities. There has been a significant increase in the production of new crop Norkotahs, resulting in higher prices for 40-70 CT sizes.

Squash-Yellow & Zucchini



Squash production is gradually decreasing in various regions as we move into the Fall season. Although there is still some product available in most areas, it is clear that the pace of production is gradually decreasing. Our farm in Eastern North Carolina is gearing up to start harvesting Fall crops in the next 7-10 days.

Currently, Santa Maria, California, and Baja, Mexico, are leading the way in squash volumes in the West. Reports indicate that both regions are producing squash of excellent quality. Production in mainland Mexico is expected to resume by late September or early October, depending on weather conditions.

Hard Squash



As we approach the Fall season, the production of hard squash is expected to see a significant boost. Additional regions and growers are anticipated to join the harvest in the coming weeks, as early crops are already being harvested in New York and Pennsylvania. In Kentucky, production is ongoing at a steady pace, with overall quality being reported as satisfactory. In the western region, Stockton and Fresno continue to be the main sources of hard squash, ensuring a reliable supply. Washington State is currently in season and expects to maintain its volume through November.

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Organics

Roma

You can find Organic Roma tomatoes from both Baja and Central Mexico. However, due to quality issues, Baja's tomatoes are unable to be transported, resulting in Central Mexico being the main source. At present, production levels remain relatively low, but there are promising signs of growth in the near future. This is due to the imminent arrival of a new grower who is set to contribute to increased production. This will greatly enhance the ability to meet demand and improve supply efficiency.



color products.

Organic Mini Sweet Peppers

There has been a noticeable improvement in the availability of organic mini sweet peppers this week, as production from Baja has slightly increased. There have been recent improvements in addressing green cast concerns, and the quality is now reported as good.



Grape Tomatoes

This week, there has been a slight improvement in the supply of organic grape tomatoes, with fruit now available from both Baja and Central Mexico. The overall quality is satisfactory, although there have been occasional concerns regarding splits and shrivel on certain high-



Organic Mini Cucumbers

The supply of organic mini cucumbers from Baja continues to be limited. The quality of the products can vary, especially for items that are packaged at the farm level. However, the quality tends to be better for products that are sold in bulk.



Your Texas foodservice solution.

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
Tel. 817-608-0010



Houston
9221 Park South View
Houston, TX 77051
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Sacramento
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