

Fresh News

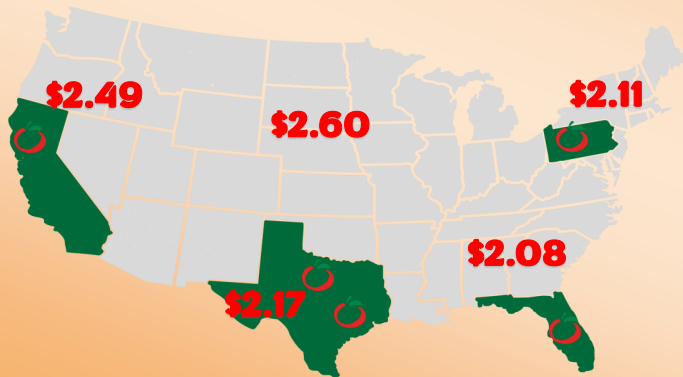


Market Alert

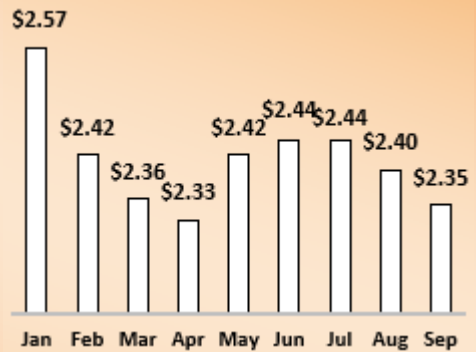
- ◆ Asparagus
- ◆ Bananas
- ◆ Blackberries
- ◆ Blueberries
- ◆ Oranges
- ◆ Green Onions
- ◆ Strawberries



National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	91°F clear sky	93°F 68°F	86°F 59°F	77°F 55°F	75°F 55°F	75°F 57°F	75°F 54°F	77°F 55°F
WATSONVILLE WEATHER	88°F clear sky	90°F 64°F	81°F 54°F	73°F 54°F	72°F 54°F	72°F 53°F	72°F 54°F	75°F 54°F
CULIACÁN WEATHER	91°F clear sky	97°F 72°F	99°F 73°F	97°F 75°F	95°F 75°F	91°F 75°F	95°F 75°F	97°F 73°F
RUSKIN WEATHER	75°F light rain	79°F 72°F	75°F 72°F	73°F 73°F	81°F 73°F	75°F 72°F	81°F 70°F	82°F 70°F

At a Glance

- ◆ Milton has rapidly intensified into a hurricane in the Gulf of Mexico.
- ◆ Some parts of the Florida Gulf Coast will likely receive strong winds and life-threatening storm surge.
- ◆ Heavy rainfall will be a widespread threat for Florida.
- ◆ Milton is expected to make landfall on Florida's west coast as a major hurricane.

A Fresh Take on Value-Added Distribution

Tomatoes

East Coast

Round and romas In the past week, the East Coast has faced considerable consequences due to Hurricane Helene; the area experienced severe flooding and substantial crop damage. Producers are presently evaluating their losses, and the majority of agricultural activities in Quincy are temporarily suspended until the fields have sufficiently dried out. We expect dynamic market conditions and limited availability in volume over the upcoming 3 to 4 weeks. This week, the supply of grapes and cherry tomatoes has diminished due to cooler temperatures that have hindered production. In Virginia, Tennessee, and North Carolina, the growing season is largely concluded. This week has demonstrated a notable consistency in both supply and quality.



West Coast

California is set to maintain its production levels and aims to mitigate some of the losses experienced on the East Coast following the impact of Helene. Regrettably, the long-term outlook indicates that supply levels are expected to remain significantly below normal, a consequence of the damage inflicted by California's extreme heat earlier this summer. The season is anticipated to continue until mid-October; nevertheless, it is imperative that we remain vigilant regarding potential quality and supply deficiencies.



Mexico

Round Tomatoes are currently facing challenges related to quality and supply from Jalisco. Meanwhile, the highest quality is being harvested in Baja; however, the overall volume is expected to decrease as they conclude the harvest of older blocks. Vizcaino might be sidelined for the upcoming 10-14 days; however, in the interim, the volume is expected to remain low, as is the volume transitioning from McAllen. It is anticipated that market volatility will persist throughout October, characterized by periods of abundance followed by contractions, which are expected to resume until November. The combination of this situation with the significant losses experienced in North Carolina and Tennessee due to Helene is likely to result in supply shortages and heightened market conditions. The volume of Roma Tomatoes crossing through Otay and McAllen this week is notably low, reflecting the growers' transition from Summer to Fall regions. The optimal quality is achieved by traversing through Otay. The anticipated volume is projected to remain below the typical levels for the upcoming two weeks. Concurrently, the overall markets are expected to exhibit heightened activity, driven by the losses experienced on the East Coast and the subsequent demand shifting towards Mexico. The availability of grape tomatoes is robust, and the quality is notably high. Cherry tomatoes are consistently supplied and of high quality, available as they cross through McAllen and Nogales. This week, there is a robust supply of Medley Grape Tomatoes, and the quality is commendable. This week, there is a consistent availability of Tomato on the Vine in steady volume.



A Fresh Take on Value-Added Distribution

Fruits

Apples

The market exhibits a predominantly stable condition, as all principal varieties are currently shifting to the new crop, with the exception of Pink Lady apples. Although certain storage crop inventories remain accessible, the availability of small-sized Granny Smith apples is notably constrained.



Bananas

It is essential to take into account the port strike and the forecasted hurricane-related weather conditions in the Southeast. It is advisable to engage in thorough planning with local distribution centers and to submit purchase orders promptly. The port strike is over for now but because of the delay the port is behind scheduled and it is causing some shortages and ripening issues.



Berries—Blackberries

No notable developments have occurred since last week concerning this item. The current availability is notably constrained until Central Mexico begins to produce more favorable figures, which is expected to occur in approximately the third week of October.



Berries—Blueberries

Availability will continue to be highly restricted until we observe a rise in arrivals from Peru and Central Mexico during the third week of October. The current influx of Peruvian imports is characterized by significantly restricted quantities, resulting in rapid sell-outs. The persistent closures of ports resulting from the actions of striking dock workers are exacerbating the challenges related to supply levels. We project a rise in crossings from McAllen, TX, over the forthcoming two weeks.



Berries—Raspberries

Consistent inflows from Baja and Central Mexico are sustaining a stable market, with anticipations for heightened volumes as we near the end of October. In McAllen, TX, there is a notable trend of small yet steady shipments being sold on a Free on Board basis. An increase in the volume of transferred products is expected in the forthcoming 2 to 3 weeks, aligning with the commencement of the Mexican strawberry season.



Berries—Strawberries

The commencement of the Mexican season is anticipated to occur in the timeframe spanning from mid to late Novem-



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ber. In California, a heat wave that is projected to last through the weekend is influencing quality and may soon have adverse effects on supplies. In light of the current heat advisories, it is important to note that crews will be operating under reduced hours, a situation that may result in diminished yields. Weather events of this nature, commonly observed in October, could lead to an earlier-than-anticipated end for the Salinas and Watsonville growing regions, which typically extend into late October.

Citrus - Lemons

The markets exhibit a consistent level of stability across the board. District 2 (Oxnard/Ventura County) engages in year-round shipping; however, there is a noted decline in supplies, with quality varying from fair to good. At this juncture, District 3 (CA Desert/AZ) is significantly increasing its production efforts, and we can anticipate enhancements in quality as the new crop fruit becomes available.



Citrus - Limes

The market is experiencing a downward trend; however, there is an increase in supplies due to the influx of new crop fruit, especially in the smaller sizes within the 230/250ct range. The availability of larger sizes, specifically 110ct and 150ct, continues to be constrained. Nonetheless, there is a noticeable enhancement in quality as we advance deeper into the new crop cycle.



Citrus - Oranges

The markets are exhibiting signs of strengthening; however, it is important to note that supplies will be significantly constrained in the upcoming weeks. Valencias are presently accessible in the Central Valley and Riverside regions; however, contracts take precedence, resulting in allocation challenges stemming from diminished supplies. In the previous week, a number of shippers completed the packing of Valencias, which has resulted in a further constriction of supplies and an increase in prices. It is anticipated that the majority of shippers will experience a gap prior to the commencement of the domestic navel season, which is set to begin on October 21st. The quality is moderate, consistent with seasonal expectations, accompanied by observations of premature decay, softening of the fruit, and skin deterioration attributed to the intense heat conditions. We will provide you with updates should any shippers be able to commence harvesting ahead of schedule.

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Grapes

The market exhibits stability, characterized by a limited number of medium to large options accessible to participants. Nonetheless, there exists a robust availability of large, extra-large, and jumbo sizes, each consistently upholding superior quality standards.



Melons - Cantaloupe

Market exhibits stability, with re-



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ports indicating high quality for the California crop. The harvest figures have shown an improvement this week attributed to the recent heat wave; however, a decline is anticipated in the following week as the California harvest comes to a conclusion. Although larger sizes are abundantly accessible, cultivators possess restricted amounts of smaller melons. Retailers are offering load volume deals as they strive to conclude the "summer crop" season on a high note. The production in California is scheduled to persist until October 15, at which point products from Yuma will be accessible.

Melons - Honeydew

Market exhibits stability, characterized by a consistent rise in supplies. Enhanced sizing options are now accessible, although honeydew 8s continue to be in short supply. Furthermore, the crop yield in Arizona has commenced its arrival.



Melons - Watermelon

The availability of watermelon is starting to diminish as temperatures drop and local initiatives come to a close. Nonetheless, supplies will remain accessible throughout October, with anticipated new shipments arriving from Nogales in mid-November.



Pears

The supply of California pears is approaching its conclusion, signaling the appropriate moment to shift to the offerings



from Washington. The market has experienced a slight softening.

Pineapple

Suppliers are upholding six-week averages, placing emphasis on contracted business. The cultivation of Costa Rican pineapples is currently encountering difficulties attributed to inadequate precipitation in tropical regions and persistent labor strikes at ports. The anticipated arrival of the new crop in the U.S. is projected for mid-October; however, the procurement of larger fruit continues to pose challenges. Currently, the availability of Mexican pineapples in the U.S. is increasing due to enhancements in quality within the growing regions.



Stone Fruit

The availability of nectarines is approaching its conclusion, with only a limited number of scattered inventories remaining. The season for peaches is rapidly concluding as it approaches its end. Plums and certain varieties of pluots remain accessible for acquisition. Pomegranates are currently at their peak, and domestic kiwi production has commenced, albeit in limited quantities, whereas the supply of imported kiwi continues to be constrained.



A Fresh Take on Value-Added Distribution

Vegetables

Asparagus

The availability of asparagus continues to be significantly constrained on both coasts. Peru is currently encountering significant challenges stemming from a port strike, which has led to a decrease in shipments to the U.S. market. Furthermore, elevated temperatures in Mexico are leading to a state of dormancy in growth, which is further limiting supplies. Nevertheless, we expect enhancements in availability by the second week of October.



Alert

noted in both locations has been adequate, though not exceptional. Meanwhile, Central Mexico has regularly provided a dependable supply of high-quality bell peppers, making it an advantageous option.

Avocados

The markets are experiencing an upward trend for 60ct and 70ct as the size distribution is transitioning towards 48ct, a change attributed to the significant rainfall in Mexico. The Adventajada crop is expected to commence in the upcoming weeks, although the precise timing for peak sizing and the official initiation date remains to be established.



Bell Peppers - Green

Recent observations reveal that the Eastern region has sustained a strong supply of bell peppers over the past week, with availability reported from states like New York, Pennsylvania, Ohio, New Jersey, and Kentucky. Canada and Michigan are nearing the end of their separate seasons and will conclude soon. Georgia has seen the appearance of early bell peppers; however, the primary production phase is expected to begin next week. South Florida is expected to commence bell pepper production in around four weeks, depending on the evaluation of losses inflicted by Hurricane Helena. The supply of bell peppers in the Western region is stable, originating from Fresno, Oxnard, and Washington State. The quality in these locations has remained good; nonetheless, there is a discernible drop in fruit size, leading to a diminished availability of larger specimens. Production activities in California are set to relocate to arid regions, while the program in Washington is anticipated to continue for most of October, dependent on acceptable weather conditions.



Bell Peppers - Color

The quantities of red, yellow, and orange bell peppers in Eastern Canada remain constrained. As we near the final 6-7 weeks of the season, a modest decrease in volume is expected in the next weeks. This week, supply in Western Canada has been limited; but, production is expected to continue throughout October. The quality



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Broccoli

Broccoli supplies are currently constrained due to pest infestations in the fields. Consequently, anticipate the market to remain moderately elevated as we approach the weekend.



Cauliflower

Cauliflower supplies are expected to continue robust throughout the week, with quality described as fair to good. Anticipate market stability as we approach the weekend.



Brussel Sprouts

The sprout prediction indicates no substantial alterations, with volumes anticipated to stay stable and strong in the forthcoming weeks. The open market seems saturated, resulting in diminished prices and competing offers. The overall quality is satisfactory, however minor bug damage may be noted. The Virginia and large pack categories are expected to possess additional capacity, presenting a prime chance for promotions.



Celery

This product is abundantly available and is anticipated to remain so throughout the week. Overall demand is weak, prompting shippers to accommodate greater sizes, especially 24 counts. The quality continually remains elevated, with optimal deals accessible in the Oxnard/Santa Maria area. Furthermore, moderate availability will persist in Salinas.



Cabbage

Resources are scarce. Producers are indicating site-specific difficulties and moderate quality, with goods originating from Oxnard and Salinas. Market prices have risen this week, and supply will be limited in the forthcoming weeks.



Cilantro

Supply is constrained, with moderate quality. Demand has risen, with supplies being dispatched from Oxnard and Salinas. Supply is anticipated to be constrained for the upcoming weeks amid a heightened market.



Carrots

The Cuyama/Santa Maria region is the principal cultivation area and is anticipated to last until early November. Despite the restricted availability and increasing pricing of jumbos and cellos, standard operations continue to be conducted. There is a substantial supply of infant and snack packs.



Cucumber

Western supplies are substantial, with access from both Nogales and Baja, and quality is high. In the East, substantial rainfall and winds have resulted in considerable flooding in Georgia and North Carolina, affecting the agricultural areas. Producers are laboring assiduously to maximize their yield and salvage their crops. Although there will be sufficient supply in the short term, we expect this to be transient, resulting in elevated market prices next week.



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Eggplant

Markets are largely stable; nevertheless, we foresee a constriction of East Coast supply due to Hurricane Helene, which has inflicted substantial rainfall and winds onto the area. Supplies are currently stable, especially for shipments originating from the Fresno region.



Garlic

California garlic is currently in full production, with high quality and robust supply expected to persist in the upcoming weeks.



Green Beans

The supply is anticipated to be affected by Hurricane Helene. As the current cultivation areas conclude and a shift to the growing regions affected by Helene occurs, prorating may be imminent. The transfer to North Carolina is anticipated in week 41; however, producers must thoroughly evaluate the fields first. Georgia will comply, and the shift to Florida will take place by the end of October. The final two weeks of October are anticipated to be difficult regarding volume and quality; increased pricing is forecasted.



Green Onions

Green onion supply are significantly constrained due to the heat impacting the northern Mexico cultivation area. Anticipate sustained limited availability throughout the upcoming weeks.



Alert

Kale

Kale supplies are projected to continue strong this week, with the market predicted to remain stable as we approach the weekend.



Lettuce—Tender Leaf

The supply is consistent, with good to fair quality, with strong demand from Salinas and Watsonville. Quality and supply are anticipated to remain stable.



Lettuce—Iceberg

The quantity is enough and the quality is moderate. Demand has risen; yet, the heat wave in Salinas Valley is resulting in reduced weights and alterations in sizing. Market prices are anticipated to rise next week, and the harvest is projected in Huron.



Lettuce—Leaf

The supply is adequate, demand has risen, and sizing and weights are anticipated to enhance in the forthcoming weeks, with quality staying high and markets stable.



Lettuce—Romaine

Supplies are within budget and of acceptable quality. Strong demand, with supply sourced from Salinas and Santa Maria. The excessive temperature in Salinas is anticipated to impact supplies, resulting in fringe burn on outer leaves and quality concerns. Market prices are anticipated to rise next week.



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Mushrooms



The quality remains satisfactory; however, there are notable fluctuations in yields throughout the summer season. It is anticipated that availability will be constrained over the forthcoming weeks, with no anticipated increases in pricing. The utilization of a combination of white and brown mushrooms may result in a diminished impact on end users.

Onions



The quality remains consistently high throughout all cultivation areas, accompanied by stable demand and pricing in the market. Overall volumes have increased in comparison to the previous year.

Mini Sweet Peppers



This week, the supply situation in Canada continues to exhibit stability, with loading operations currently occurring in California.

Peppers Chilis



The pricing remains consistent. Supplies originating from the West continue to be robust, whereas those from the East are experiencing a decline as numerous growers are concluding their operations and the impact of the hurricane is still under evaluation.

Potatoes



The pricing in the Idaho market has experienced a decline, while maintaining a high standard of quality. The yields have decreased by 2.7% compared to the previous year.

Idaho is anticipated to maintain a substantial level of availability. The process of harvesting is nearing its conclusion for the current season. It is an opportune moment to engage in promotional activities.

Squash-Yellow & Zucchini



The supply of Western products is robust, with ample availability from both Nogales and Santa Maria, and the quality continues to be commendable. In the eastern United States, the states of Georgia and North Carolina have experienced substantial rainfall and strong winds, resulting in considerable flooding within critical agricultural areas. Producers are diligently striving to recover as much as possible, thereby securing sufficient supply in the immediate future. Nevertheless, this situation is anticipated to be short-lived, with a more constrained supply and elevated market conditions expected in the upcoming week.

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Organics

Roma

Both Baja and Central Mexico provide organic romas, guaranteeing a consistent supply overall. Baja had been facing specific quality challenges; however, these issues have been addressed following the transition of harvests to shadehouse cultivation rather than open field crops.



Mini Cucumbers

The existing supply of organic mini cucumbers is notably limited, with the majority of the available inventory sourced from Baja. The quality has been deemed satisfactory; however, it is observed that the sizing often exceeds expectations, leading to a degree of shrinkage during the packing process.



Grape Tomatoes

Baja consistently provides superior organic grape tomatoes of exceptional quality. Central Mexico is home to various fruits; however, the quality has not consistently exhibited the same degree of excellence.



Bell Peppers

This week, the supply of organic colored bell peppers remains strong, with the majority of the produce being sourced from Central Mexico. Canada persists in its production endeavors; nonetheless, it is steadily nearing a conclusion, with the season expected to culminate in the forthcoming weeks. The quality has been deemed satisfactory, especially when the fruit is in its freshest condition.



Mini Sweet Peppers

The availability of organic mini sweet peppers from Baja remains consistent and adequate, with a general observation of high quality when the product is fresh.



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Flowers—Every Day Program

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- Various price points focused on shopper demographics
- Customization capabilities



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