

Fresh News



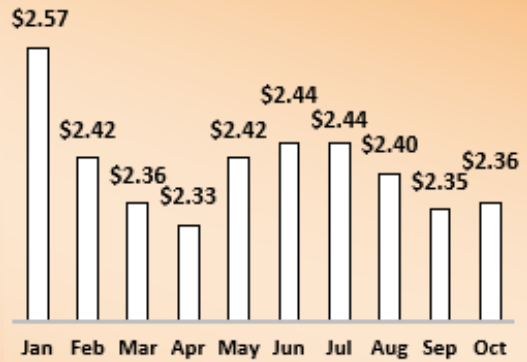
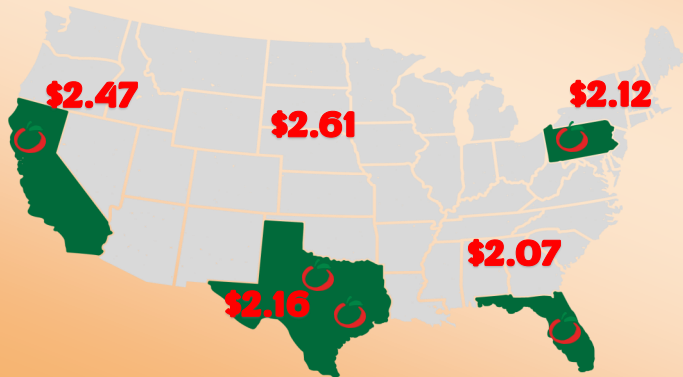
Market Alert

- ◆ Asparagus
- ◆ Blackberries
- ◆ Blueberries
- ◆ Oranges
- ◆ Strawberries



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	66°F overcast clouds	73°F / 57°F	70°F / 55°F	73°F / 52°F	68°F / 54°F	63°F / 50°F	75°F / 46°F	81°F / 50°F
WATSONVILLE WEATHER	66°F overcast clouds	70°F / 57°F	70°F / 54°F	72°F / 52°F	70°F / 52°F	68°F / 48°F	73°F / 46°F	75°F / 50°F
CULIACÁN WEATHER	90°F scattered clouds	95°F / 72°F	100°F / 72°F	100°F / 72°F	99°F / 72°F	99°F / 72°F	97°F / 68°F	100°F / 70°F
RUSKIN WEATHER	84°F few clouds	84°F / 72°F	82°F / 72°F	79°F / 72°F	81°F / 64°F	75°F / 63°F	79°F / 64°F	81°F / 68°F

A Fresh Take on Value-Added Distribution

Tomatoes



East Coast

The recent hurricane (Helene) has resulted in significant crop losses in Tennessee and Western North Carolina, rendering the supply of Eastern roma essentially negligible this week. There have been several instances, yet none of substantial importance. Quincy is expected to have some romas available in approximately two weeks; however, the acreage is limited and insufficient to meet the demand from the Eastern region. The Palmetto/Ruskin region typically ensures supply for the month of November; however, it has faced challenges due to Hurricane Milton. Upon the completion of damage assessments, we will acquire further insights; however, it is anticipated that this region will yield a markedly reduced quantity of fruit this year, if any at all. The impact of Hurricane Helene on the agricultural landscape of Tennessee and Western North Carolina was profound, leading to the complete cessation of crop production in these regions and exerting a considerable influence on the supply dynamics in the Eastern markets. Farmers in Virginia are currently engaged in their activities but are expected to conclude within the next fortnight, focusing on the collection of additional second and third picks during this period. The quality of the fruit is satisfactory; however, the sizing is expected to decrease as the season progresses towards its conclusion. Quincy is scheduled to commence operations in the upcoming weeks; however, the available acreage in this region is constrained. We are currently anticipating the post-Milton evaluations regarding the Palmetto/Ruskin region, which typically contributes to the supply for November. Preliminary findings suggest that we should prepare for potential effects on production levels. The availability of supply from the eastern region may be constrained until the peak season in South Florida commences in December. This week, the supply of Eastern grape tomatoes is diminished, as the majority of local transactions in Tennessee and North Carolina have concluded, influenced by the repercussions of Hurricane Helene. Harvesting activities persist on Virginia farms; however, with merely two weeks remaining in the season, there has been a reduction in volumes, while the quality continues to be satisfactory. In Florida, the Palmetto/Ruskin area is scheduled to commence harvest within the upcoming week; however, the comprehensive effects of Hurricane Milton are currently under evaluation, indicating that both timing and volumes may be subject to alteration.



West Coast

Currently, there is a significant demand for light volumes in the West. California farms are approaching the conclusion of the season, with only a limited number of growers offering products this week. They have an additional 2-3 weeks remaining, yet we do not anticipate any considerable increase in volume. California is approaching the final weeks of its season, characterized by light to moderate volumes, with certain growers experiencing smaller sizing.

Mexico

Baja is currently undergoing a transition from Summer to Fall plantings. Several new fields commenced operations this week, and we anticipate the addition of another grower within the next 7 to 10 days. Growers in Central Mexico have faced significant challenges due to weather conditions throughout the season, and the rainfall from the early stages of Milton has impacted both the volumes and quality, deviating from our usual expectations. The outlook for Romas appears to present significant challenges over the upcoming 4-6 weeks. The production in Baja is currently minimal, and the size of the fruit has decreased as the existing crops come to a close. In the upcoming weeks, we anticipate the introduction of several new Fall crops; however, a substantial increase in volume is not expected. At present, the quality of Mexico can be characterized as moderate. The volumes from Mexico are currently relatively low as we anticipate the arrival of Fall crops in Baja. Central Mexico is experiencing lighter yet consistently stable supplies, a trend that is expected to persist throughout the month of October.



A Fresh Take on Value-Added Distribution

Fruits

Apples

All prominent apple varieties have moved into the new crop harvest phase, with the sole exception of Pink Lady apples, which are set to commence at the end of the month. The overall volume has decreased across almost all varieties in comparison to the previous year, especially for Granny Smiths. Furthermore, there is a noticeable trend towards larger size profiles, which presents a significant challenge for the food service industry. This is particularly relevant as there is a heightened demand for smaller sizes, driven by competition with retail bag packs. One notable exception is small Galas, where there are presently sufficient supplies of 125/138s.



ble, characterized by the presence of some soft fruit and notable pest pressure attributed to elevated humidity levels. There has been a notable increase in volumes, leading to a consistent level of volume maintained until December. In Watsonville, the quality is commendable, and the flavor is exceptional. Production is experiencing a decline as it transitions into a period characterized by reduced activity and constrained availability.

Berries—Blueberries

A notable disparity exists between the supply of domestic crops and that of imported varieties. The remaining volumes in the Pacific Northwest are limited, as the season concluded earlier than anticipated due to concerns regarding quality. The current shortage affecting the industry is expected to persist until there is a substantial influx of imports from Peru and Central Mexico into the US markets. Current forecasts indicate a sustained and significant decline, reaching a low point in mid to late October, followed by an increase in volume and ultimately stabilizing around mid-November. Consequently, due to the limited volume, shortages are anticipated for October amidst persistently rising and dynamic markets.

Alert



Bananas

The quality is commendable, exhibiting consistency in volumes. Weather conditions associated with hurricanes in the southeastern region are anticipated. As a result of Hurricane Milton, vessels will be dispatched to Port Freeport and Port Holt to facilitate the transfer of produce from these locations into the southeastern region.



Berries—Blackberries

The prices exhibit a consistent level of stability. In Mexico, the quality of produce is generally accepta-

Alert



Berries—Raspberries

The prices exhibit a consistent level of stability. In Mexico, the quality remains at a fair level, and production is consistent. Conversely, in Watsonville, production has seen

Alert



A Fresh Take on Value-Added Distribution

an increase for the last time as the season draws to a close.

Berries—Strawberries

The pricing remains consistent, accompanied by a satisfactory level of quality sourced from Salinas, Santa Maria, and Watsonville. The quality of Santa Maria's fall crop is satisfactory, although there are some indications of bronzing present. The volume is robust and is expected to reach its peak in the upcoming weeks. The quality of Watsonville/Salinas is commendable, featuring occasional notes of dark fruit. The overall output volume is experiencing a decline on a weekly basis.



Alert

is enhancing as we progress deeper into the new crop phase.

Citrus—Oranges

The markets continue to exhibit robust performance as we near the conclusion of the Valencia season; 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 region; however, contracts are prioritized, and allocations are being determined due to markedly diminished supplies. A significant number of shippers have completed the packing of Valencias and are currently encountering intervals prior to the commencement of the domestic navel season. The quality is, at best, fair, which is characteristic for this season. There have been observations of early decay, soft fruit, and skin deterioration attributed to the extreme heat conditions. The Domestic Navel crop is anticipated to commence on or about October 21st. We will provide updates should any shippers initiate harvesting prior to this date.



Alert

Citrus—Lemons

The overall stability of the markets persists. In District 2 (Oxnard/Ventura County), the shipping operations persist throughout the year; however, the available supplies are diminishing, exhibiting a quality spectrum that varies from fair to good. In the interim, District 3 (California Desert/AZ) is intensifying its efforts, and we foresee an enhancement in quality with the arrival of the new crop fruit.



Citrus—Limes

The market is experiencing a continued decline, with fruit sizes reaching a peak of 200-250 count. Nonetheless, the availability of larger sizes, specifically those ranging from 110 to 150 ct, continues to be restricted. The quality



Grapes

The availability of domestic grapes continues to be robust, with reports indicating exceptional eating quality. Although the availability of black seedless grapes is somewhat restricted, orders continue to be processed and fulfilled. Provided that no unexpected weather conditions arise, California grapes are anticipated to remain accessible until mid-November. Im-



A Fresh Take on Value-Added Distribution

ports are anticipated to commence in mid to late November, with an absence of any expected disparity between domestic and imported grapes.

Melons - Cantaloupe



The growing season for Westside cantaloupe is approaching its conclusion, with supplementary supplies anticipated from Brawley and Yuma in the week of October 14. Due to the heat wave experienced in California last week, the quality has been notably exceptional, with brix levels observed between 12-14% as we conclude the Westside deal. While larger sizes are widely accessible, the availability of smaller melons is comparatively restricted. Retailers are actively pursuing load volume agreements to conclude the "summer crop" on a positive trajectory.

Melons - Honeydew



The honeydew market exhibits stability as the availability of supplies continues to rise. Enhanced sizing options are now accessible; however, honeydew 8s remain in restricted availability. Mexican honeydews are set to become available shortly in Nogales, AZ.

Melons - Watermelon



The availability of watermelon is starting to diminish as temperatures drop and local initiatives come to a close. Nonetheless, supplies will continue to be accessible throughout October, with anticipat-

ed new shipments set to arrive in mid-November through Nogales.

Pears



Washington is presently harvesting all principal pear kinds, and the market is robust with elevated pricing. This year is anticipated to be constrained for pears, as Washington's production has diminished considerably in comparison to last year's quantities. California pears are approaching the conclusion of their season, which will end by the end of this month.

Pineapple



Suppliers are conforming to six-week averages, prioritizing contractual agreements. Costa Rican pineapple suppliers are enhancing their operations, however inventory challenges have emerged owing to port disruptions. The fresh harvest is anticipated to reach the U.S. by the conclusion of October; nevertheless, procuring larger fruit continues to pose challenges. Simultaneously, the availability of Mexican pineapples in the U.S. is increasing due to enhancements in the quality of the growing regions.

Stone Fruit



Nectarines have reached the conclusion of their season, whereas peaches are anticipated to conclude by the end of this month. Plums are currently in ample supply and will continue to be available until November.

A Fresh Take on Value-Added Distribution

Vegetables

Asparagus

Asparagus supplies on both coasts are experiencing a gradual enhancement, with production steadily rising in Baja and Sonora, Mexico. As temperatures decrease, we anticipate a notable increase in supply. The volume of Peruvian asparagus is experiencing consistent growth. Following the resolution of the port strike, growers are now indicating a notable improvement in quality. We expect to see improved availability from both Mexico and Peru as we progress into November.



Alert

levels continue to be deemed adequate. The quality remains satisfactory; however, there are sporadic issues noted, which can be attributed to the aging of the crops. Central Mexico is experiencing a consistent supply, with new crops expected to become available within the week. Given the increasingly restrictive green bell circumstances, certain growers might be motivated to collect fruit while still green in order to take advantage of market opportunities, potentially altering the composition of availability in the forthcoming period.

Avocados

The markets exhibit stability as the Adventajada crop commences its emergence in conjunction with the Flora Loca crop. The dry matter content for both crops is around 26%, which effectively reduces the likelihood of checkerboarding occurring. The Loca crop has reached approximately 50% of its harvest, and with a significant amount of fruit remaining on the trees, Mexico is engaging in selective size-picking according to their shipping preferences.



Bell Peppers - Green

The production of Eastern bell peppers is constrained. Light volumes continue to be reported from Michigan, New Jersey, and Canada; however, it is anticipated that all these regions will conclude their activities within the forthcoming week. The state of Georgia, traditionally recognized as a significant supply region during this season, has experienced adverse effects on its agricultural output due to Hurricane Helene. This has resulted in diminished supply levels and a decline in crop quality. In approximately two weeks, the cultivation of West Coast crops in south Florida is anticipated to commence, providing a degree of relief; however, the supply is projected to remain constrained for several weeks. In the Western region, Fresno remains the most prominent area for bell pepper supply; however, both volumes and



Bell Peppers - Color

As we approach the final 4-5 weeks of the season, contingent upon favorable weather conditions, both Eastern and Western Canada are experiencing a reduction in volumes; however, these



A Fresh Take on Value-Added Distribution

sizes are starting to diminish as the season approaches its conclusion at the end of October. The quality continues to be commendable, particularly in relation to fresh fruit. The Coachella area is anticipated to commence operations around October 20th, with Sonoran production projected to follow in mid to late November. In Washington State, growers continue to produce high-quality peppers and anticipates maintaining this output for the remainder of the month.

Broccoli

This week, the availability of broccoli is constrained as a result of persistent insect activity in the agricultural fields. Anticipate that the market will remain relatively high as we approach the weekend.



Brussel Sprouts

The sprout forecast indicates a stable outlook, with consistent volumes and robust availability anticipated in the forthcoming weeks. The current state of the open market is characterized by an oversupply, which has resulted in diminished prices and a prevalence of competitive agreements. Although the overall quality is satisfactory, there have been instances of reported insect damage. There exists additional capacity within both the VA and bulk pack categories, presenting an opportune moment for promotional activities.



Cabbage

The availability of supplies is limited. Producers are indicating challenges



at the field level and a moderate quality of products originating from Oxnard and Salinas. Producers are encountering challenges related to quality as a result of insect damage, while market prices have seen an uptick this week.

Carrots

Emerging crops are anticipated, promising enhancements in both supply and quality in the future.



Cauliflower

This week, the supply of cauliflower remains stable, with reports indicating a moderate level of quality. Nonetheless, projections indicate that the market is poised for an increase in the upcoming week, as advancements in various fields have outpaced initial expectations, and the recent heat waves have begun to affect quality.



Celery

The market continues to exhibit stability, akin to prior weeks, as demand shows signs of diminishing. This trend has led shippers to provide increased flexibility regarding larger sizes, especially the 24 counts. The overall quality remains consistently high among the majority of shippers, with the most advantageous deals identified in the Oxnard/Santa Maria area. Moderate availability is expected to continue in Salinas.



Cilantro

The availability of supply is constrained, accompanied by a moderate level of



A Fresh Take on Value-Added Distribution

quality. The demand has experienced a notable increase, accompanied by the shipping of supplies from Oxnard and Salinas. Anticipations indicate that supply will remain constrained over the forthcoming weeks, coinciding with an enhancement in market pricing.

Cucumber

The cucumber harvests in Michigan have reached their conclusion, while in New York, the process will gradually come to an end over the next 5-7 days, as production shifts towards the Southern regions. The state of Georgia has engaged in harvesting activities for approximately two weeks, resulting in average quality outputs and diminished yields, alongside a reduction in acreage attributed to the impacts of Hurricane Helene. Carolina farms have demonstrated consistent performance, characterized by substantial volumes, moderate quality, and a recent surge in production as multiple plantings have coincided. The commencement of early harvests in the Immokalee region is scheduled for the upcoming week. In the Western regions, the availability of cucumbers is characterized by moderate to good levels, with production occurring in Baja, Central Mexico, and Sonora. The highest quality produce is emerging from Baja and Central Mexico, whereas the initial selections from Sonora have exhibited several quality concerns, such as minor sunken spots, yellowing, and a lighter hue. Nevertheless, we expect to see advancements as Sonoran farms progress with their cultivation efforts.



Eggplant

The availability of eggplant in the Eastern region is generally sufficient, with modest quantities being sourced from North Carolina, Georgia, New Jersey, and a limited supply from southern Florida. No significant quality concerns have been noted from these regions. In the western region, the primary source of supply originates from the Fresno area. Certain growers exhibit commendable quality, whereas others are encountering some challenges. Fresno is anticipated to continue operations throughout the remainder of the month, after which production will shift to the California desert. In Washington state, eggplant remains available; however, the fruit is experiencing a reduction in size, and it is anticipated that the crops will conclude within the next two weeks.



Garlic

The production of garlic in California is currently progressing robustly, with expectations of high quality and ample supplies in the forthcoming weeks.



Green Beans

The production of Eastern green beans is notably restricted, with only minimal quantities being sourced from the few remaining active regions. The state of Michigan has recently concluded its season, while both Eastern North Carolina and Georgia have experienced considerable crop damage due to previous storms, leading to a marked decrease in their agricultural output. Virginia currently possesses a limited supply;



A Fresh Take on Value-Added Distribution

however, it is anticipated that this will be depleted in the coming weeks. Central Florida was on the verge of commencing its harvest when Hurricane Milton made landfall. While reports are still forthcoming, it is highly probable that the crops have suffered significant loss. In the Western region, the production of green beans is currently constrained, with only modest quantities being sourced from Santa Maria and Santa Ana. Washington State is currently engaged in the harvesting process, and growers in the region is preparing to initiate new fields in the coming days. This development has the potential to prolong the harvesting season into October, contingent upon weather conditions.

Green Onions

The availability of green onions is showing signs of improvement, and we expect the market conditions to progressively ease as we approach the following week.



Kale

The availability of kale is anticipated to remain consistent this week, characterized by high quality and stable pricing. We expect to maintain a steady level of availability as we approach the upcoming week.



Lettuce—Tender Leaf

Consistent availability, accompanied by quality ranging from satisfactory to moderate. There is a strong demand emerging from Salinas and Watsonville. The quality



and supplies are anticipated to remain consistent.

Lettuce—Iceberg

The availability is satisfactory, and the quality is moderate. The demand has seen an uptick; however, the heat wave affecting the Salinas Valley is resulting in alterations to weights and sizes. Market pricing is projected to rise next week, and the commencement of the harvest is anticipated in Huron.



Lettuce—Leaf

The availability is satisfactory in light of heightened demand. The sizing is standard, the weights are satisfactory, and the quality is acceptable, with fringe burn resulting from a recent heat wave encountered in Salinas.



Lettuce—Romaine

The supplies are within the allocated budget and exhibit a satisfactory level of quality. The demand is robust, with supplies being sourced from Salinas and Santa Maria. The anticipated excess heatwave in Salinas is likely to impact supplies, leading to fringe burn on outer leaves and resulting in quality concerns. The expectation is that market pricing will experience an upward trend.



Mushrooms

Supplies on the West Coast continue to be significantly constrained, whereas the situation on the East Coast is demonstrating notable progress.



A Fresh Take on Value—Added Distribution

Onions

The market dynamics for Northwest yellow and white onions have exhibited a decline, whereas red onions persist in achieving elevated price levels. In summary, the caliber of all varieties continues to be outstanding.



days. This situation presents the opportunity for this program to potentially continue throughout the rest of the month.

Potatoes

The sizes that are most commonly accessible range from 40 to 70 count. The initial phase of storage has commenced, with Norkotahs making their market debut, demonstrating exceptional quality. This presents an excellent chance to eliminate the current stock of fresh-run potatoes in order to accommodate the arrival of the new storage Norkotahs.



Peppers & Chilis

As the majority of local chili pepper programs conclude and Michigan approaches the end of its growing season, the availability of chili peppers in the Eastern region is significantly constrained. Despite the impact of Hurricane Helene on certain crops, it is anticipated that Georgia will commence its production in the forthcoming weeks. We are currently anticipating further developments from the Plant City region; however, the production of the primary chilies in South Florida is expected to commence in the upcoming weeks. In the Western region, the volumes of jalapenos are robust, accompanied by a light to moderate availability of alternative chili varieties. The crops from Baja are projected to persist for an additional 4-6 weeks, coinciding with the Nogales season. However, the quality of produce from Baja has reached an average standard, with certain items experiencing challenges in maintaining their condition during transportation. Nogales is currently observing an influx of chilies from Sonora, with expectations for increased volumes as additional growers begin their operations. Washington State consistently demonstrates a high level of supply and quality, with no frost anticipated for a minimum of 15



Squash-Yellow & Zucchini

Yellow squash is presently quite limited in the East, although zucchini is performing well in both quantity and quality. Supply is sourced from Georgia, New Jersey, and growers in Eastern North Carolina and Immokalee. The scarcity of retail-grade yellow squash primarily stems from quality concerns, compounded by a smaller cultivation area compared to zucchini. Zucchini, conversely, exhibits abundant supply and high quality, with no significant issues observed. We anticipate receiving post-storm data from Central Florida shortly, which will elucidate the status of crops in that area. In the West, supplies is currently transitioning to the new harvests of Sonora. Although quantities have not reached full capacity, we anticipate modest increases in the forthcoming weeks, and the quality of the initial harvest has been excellent.



A Fresh Take on Value-Added Distribution

Organics

Roma

The organic Roma tomato market has intensified considerably. Baja's availability has diminished marginally due to certain growers being between crops, although production in Central Mexico remains rather stable. The scarcity of traditional Roma tomatoes has escalated both prices and demand for all varieties of Roma, further constricting supplies. The influence on pricing and availability is expected to persist for at least the near term.



somewhat limited due to one farmer between plantings, but the supply is generally sufficient. Some lots exhibit inadequate color mixing; however, the fruit quality remains satisfactory.

Mini Cucumbers

Supply of organic micro cucumbers has marginally increased, with products sourced from both Baja and Central Mexico. The quality is satisfactory.



Grape Tomatoes

This week, Baja's organic grape availability has become rather irregular as growers navigate changes between plantings. Central Mexico produces fruit, however its quality is inferior to that of Baja's.



Bell Peppers

This week, the supply of organic colorful bell peppers from Central Mexico is robust and stable. The situation will improve in the next weeks; nonetheless, the quality, sizing, and supply are currently exceptional. Canada is nearing the conclusion of the season and is expected to finalize matters in the forthcoming weeks.



Mini Sweet Peppers

This week, organic minis are



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
Tel. 713-688-0278



Sacramento
4050 Pell Circle
Sacramento, CA 95838
Tel. 916-921-6302



Scranton
301 Genet Street
Scranton, PA 18505
Tel. 570-342-3121



Tampa
8150 Eagle Palm Drive
Riverview, FL 33578
Tel. 813-671-8200

A Fresh Take on Value-Added Distribution