



Fresh News

Market Alert

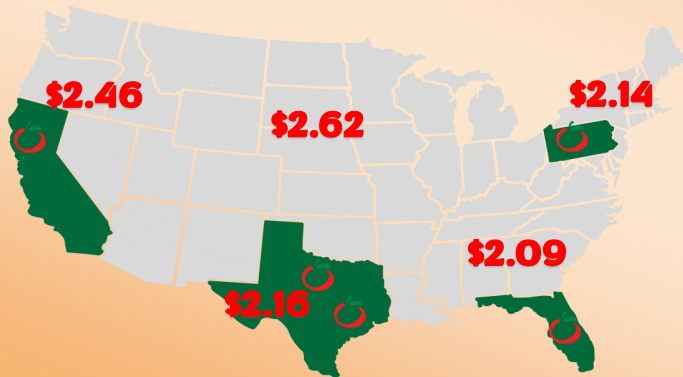
- ◆ Bell Peppers
- ◆ Broccoli
- ◆ Oranges
- ◆ Mushrooms
- ◆ Pineapples
- ◆ Tomatoes



Wholesale Programs

Your source for exceptional quality and variety

National Reefer Rate per Mile (Last Week per DAT)



Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER	72°F clear sky	75°F 55°F	77°F 54°F	72°F 52°F	86°F 54°F	81°F 55°F	72°F 52°F	77°F 55°F
WATSONVILLE WEATHER	72°F clear sky	72°F 52°F	73°F 52°F	70°F 52°F	82°F 52°F	77°F 52°F	66°F 50°F	73°F 55°F
CULIACÁN WEATHER	91°F scattered clouds	99°F 70°F	106°F 73°F	102°F 72°F	99°F 73°F	100°F 75°F	102°F 73°F	104°F 73°F
RUSKIN WEATHER	81°F broken clouds	81°F 68°F	82°F 68°F	82°F 70°F	82°F 70°F	81°F 68°F	81°F 68°F	81°F 68°F
BAJA CALIFORNIA WEATHER	64°F clear sky	66°F 48°F	73°F 52°F	77°F 55°F	79°F 57°F	81°F 59°F	81°F 59°F	81°F 59°F

A Fresh Take on Value-Added Distribution

Tomatoes

Alert



East Coast

This week, there is an absence of Eastern roma supply. There remain a limited number of instances scattered throughout, yet none hold substantial importance. Quincy is expected to commence operations within the upcoming week, which will yield a limited supply. However, the yields on Quincy's light acreage are expected to decline considerably as a result of the impacts of Hurricane Helene. The supply situation beyond Quincy, Florida is currently undergoing assessment. Currently, it is anticipated that Florida will experience limited production, accompanied by certain concerns regarding quality and sizing, at least in the near term. The supply of Eastern round tomatoes is currently quite limited. Producers in Virginia are expected to conclude their activities over the weekend, focusing on the remaining second and third pickings, while directing round tomatoes to regions located further south. Quincy is scheduled to commence operations within the next 7-10 days; however, the acreage in this region is constrained, leading to expectations of reduced yields this season, similar to those observed with romas. The supply situation beyond Quincy, Florida remains under evaluation. Currently, it is anticipated that Florida will experience limited production, accompanied by certain quality and sizing issues, for a brief to moderate duration. The supply of Eastern grape tomatoes is currently limited. The cultivation activities in Virginia have now reached completion. This week, central and south Florida are experiencing very light supplies; however, the assessment of the long-term supply situation remains ongoing.

West Coast

Romas extending to the West, their light volumes remain in high demand this week. In the forthcoming 5-7 days, California is anticipated to experience a notable decline in volume as multiple growers conclude their seasonal operations. Some anticipate continuing their activities until the conclusion of October, contingent upon favorable weather conditions. As the season draws to a close, the fruit from California's western regions is experiencing a reduction in size. One grower has concluded their season this week, while two additional growers are set to complete their seasons in the upcoming week. Certain cultivators might have the capacity to extend their operations for an additional 7-10 days, after which the harvests for this region's season will conclude.



Mexico

Roma Baja growers are currently in the process of transitioning from Summer to Fall crops, and an increase in volume is anticipated next week as an additional growers begin operations. The supply from Central and Eastern Mexico experiences fluctuations, yet it remains generally limited, accompanied by instances of subpar quality. The production of Baja is currently undergoing a transition between the Summer and Fall crops, resulting in limited volumes and smaller sizing at this moment. We anticipate an increase in volume next week as an additional grower commences their Fall plantings. At present, the quality of Mexico can be characterized as moderate. In the Western regions, grapes can be found in Baja as well as in Central and Eastern Mexico. Baja is expected to maintain moderate levels during the transition from Summer to Fall crops, with two new areas set to commence operations in the upcoming 7-10 days. The production areas in Eastern and Central Mexico are expected to maintain moderate volumes over the coming weeks, despite experiencing significant fluctuations throughout this season.



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Fruits

Apples

Currently, all principal apple varieties are undergoing their new crop harvest, with the sole exception of Pink Lady, which is scheduled to commence at the end of the month. Volumes have decreased across almost all varieties in comparison to last year's crop, especially for Granny Smith apples. Furthermore, size profiles present a significant challenge for the food service industry, as numerous varieties are increasingly leaning towards larger dimensions. This exerts pressure on smaller sizes, as food service contends with retail for bagged packs. In the case of small Galas, there remains a sufficient availability of 125/138s at present.



tral Mexico, which are being dispatched FOB from McAllen, Texas. Additionally, product transfers are also directed towards the West Coast.

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—Blueberries

The arrival of Peruvian offshore fruit is anticipated to occur in more consistent volumes beginning next week, which will contribute to the resolution of a two-month shortage. In the forthcoming weeks, we expect a consistent influx of imports from Peru. Central Mexico is anticipated to experience a steady rise in supply, commencing in the initial week of November.



Berries—Raspberries

Irregular supplies from Central Mexico are anticipated in the forthcoming 2 to 3 weeks. Nonetheless, the product is consistently arriving at the border, and the volumes are expected to increase progressively in the upcoming weeks.



Berries—Blackberries

The anticipated availability of this item is projected to rise due to heightened shipments originating from Cen-



Berries—Strawberries

The volumes from Salinas and Watsonville are experiencing a consistent decline, whereas production levels are reaching their peak in Santa Maria and Oxnard. The demand continues to exhibit a moderate level, characterized by a more subdued tone regarding volume orders.



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Citrus - Grapefruit

The domestic grapefruit season has come to an end as a result of the extreme heat conditions. We project an approximate one-month interval before Desert Rios will be accessible in the forthcoming weeks.



Navels is approximately 96 hours.

Grapes

The availability of domestic grapes is robust, characterized by their exceptional eating quality. Although black seedless grapes exhibit a marginally firmer texture, the fulfillment of orders continues to proceed as planned. Assuming no unexpected weather occurrences, we anticipate the availability of California grapes extending through mid-November. It is expected that imports will commence in mid to late November, ensuring a seamless transition between domestic and imported grapes.



Citrus - Lemons

The markets are exhibiting stability across all sectors. In District 2 (Oxnard/Ventura County), there is a notable decline in supplies, with quality levels varying from fair to good, even with the continuation of year-round shipping. At this juncture, District 3 (California Desert/AZ) is experiencing a significant increase in activity, and we can anticipate enhancements in quality as we transition into the new crop fruit.



Melons - Cantaloupe

The growing season for Westside cantaloupes is approaching its conclusion, as supplementary supplies are now being sourced from Brawley and Yuma. The quality has been outstanding, with brix levels fluctuating between 12% and 14% as the Westside deal reaches its conclusion. Although larger sizes are abundantly accessible, cultivators face constraints regarding the availability of smaller melons. Offshore melons are anticipated to be accessible during the week of November 10, 2024.



Citrus - Limes

Consistent advancements are being observed, with enhancements in both quality and sizing occurring progressively. The crop continues to reach its peak at a count of 230/250.



Citrus - Oranges

The We are currently in the concluding week of shipping Valencias, with domestic Navels anticipated to commence shipping during the week of October 21st. The initial peak sizes are expected to be relatively modest, which will provide advantages for the foodservice sector. At present, the duration of gassing for the



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Melons - Honeydew

The honeydew market exhibits stability as there is a notable rise in supplies. Improved sizing options are now accessible, although the availability of honeydew 8s remains constrained. The arrival of



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Mexican honeydews in Nogales, AZ is anticipated.

Melons - Watermelon



There is a notable enhancement in the availability of watermelon on the West Coast, especially in Nogales. The suppliers located on the East Coast and in Georgia are experiencing significant effects due to Hurricane Milton, resulting in a notable shift in demand towards the West Coast. It is anticipated that supplies will remain accessible until the end of October, with fresh shipments scheduled to arrive in mid-November through Nogales. South Carolina is currently experiencing moderate volumes of watermelon this week, predominantly featuring 45 ct fruit that is of good quality. We will observe a decrease in volume and sizing as we progress over the coming days and near the conclusion of the season. The commencement of activities in Central Florida is anticipated to occur within a timeframe of 5 to 7 days. The crops successfully endured Hurricane Milton; however, we, along with other growers, are currently engaged in a thorough evaluation of its impacts on both yields and quality. The commencement of activities in Southern Florida is anticipated to take place on or about November 1st.

Pears



Washington has initiated the harvesting process for all significant pear varieties. The market continues to exhibit stability with elevated prices, and projections for this year indicate a constrained supply of

pears, as the crop yield in Washington has markedly diminished in comparison to the volumes recorded in the previous year. The season for California pears is approaching its conclusion, with expectations for the harvest to conclude by the end of this month.

Pineapple

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Suppliers are upholding six-week averages, placing emphasis on contracted business. Costa Rican pineapple suppliers are making advancements; however, challenges related to weather-induced inventory fluctuations continue to be a concern. This month's increased rainfall is anticipated to improve both quality and supply; however, the procurement of larger fruit continues to pose challenges. In comparison, Mexican pineapples exhibit greater accessibility in the U.S. market, accompanied by documented enhancements in quality originating from their respective growing regions.

Stone Fruit



The season for yellow nectarines, white nectarines, and white peaches has concluded, with peaches anticipated to conclude later this week or the following week. Plums are currently abundant and will remain accessible until the end of November. Asian pears are currently available in substantial quantities, with domestic supplies anticipated to remain accessible through January. Furthermore, the domestic kiwi season has commenced, and the market continues to exhibit stability at elevated price levels.

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Vegetables

Asparagus



The output in both Southern and Northern Baja, Mexico is experiencing growth and is anticipated to continue this upward trend over the forthcoming three to four weeks. Nevertheless, the quality is still considered only adequate due to the influence of regional heat. In Peru, volumes are increasing and are expected to continue this upward trend over the next five to six weeks. Southern Peru is initiating the expansion of additional fields, which is anticipated to facilitate larger sizing. As production levels rise in both regions, market adjustments are starting to trend downward.

weeks of the season, contingent upon favorable weather conditions, both Eastern and Western Canada are experiencing a reduction in volumes; however, these levels remain satisfactory. The quality remains satisfactory; however, there are sporadic concerns noted, presumably attributable to the maturation of the crops. Central Mexico has been undergoing fluctuations in volume; however, it generally maintains an adequate supply. Given the increasingly restrictive green bell circumstances, certain growers might be motivated to harvest fruit prematurely as greens in order to take advantage of market opportunities, potentially altering the availability landscape in the near future.

Avocados



The markets exhibit stability as the Adventajada crop commences in a modest manner, coinciding with the shipping of the Flora Loca crop. The dry matter levels are currently stabilized at approximately 26% for both samples, suggesting that any potential checkerboarding issues are likely to be minimal, if they exist at all. The Loca crop has reached approximately 50% completion in the harvesting process, with a significant amount of fruit remaining on the trees. Mexico is implementing size selection strategies in response to export demand.

Bell Peppers - Green

Alert



This week, the supply of bell peppers is notably limited. The Eastern region exhibits some minor areas of supply; however, there is an absence of any significant volume in the vicinity. Michigan retained a limited supply; however, a season-ending freeze has eliminated that resource. Additionally, there remains a small amount originating from Canada. Georgia typically experiences a robust supply during this season; however, recent storms have adversely affected both yields and quality, resulting in a constrained supply. Eventually, there will be an introduction of pepper in Florida; however, the assessment of damages is ongoing, as it requires time to observe the growth pat-

Bell Peppers - Color



As we approach the final 4-5

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terns of the remaining plants. The western region is currently receiving light supply from northern California, and it appears that their season is approaching its conclusion in the coming weeks. The quality continues to be commendable, particularly in relation to fresh fruit. The production is set to relocate to the Coachella area within the forthcoming 7-10 days to commence its brief seasonal activities. At present, a limited quantity of peppers has begun to arrive from Sonora; however, substantial volumes from Mexico are not anticipated until the Sinaloa harvest commences in mid to late November. Washington state concluded unexpectedly as a result of an unforeseen frost event.

Broccoli

The market for broccoli continues to exhibit a slight elevation, attributed to the recent heat conditions that have adversely affected crop yields. The presence of insect pressure, coupled with challenges such as brown head and premature breakdown, is constraining the number of acres that can be utilized. Anticipate that the market will maintain a high level of activity as we progress into the upcoming week.



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Brussel Sprouts

The availability of Brussels sprouts continues to be stable, with robust quantities anticipated in the forthcoming weeks. The demand has experienced a modest increase, and there is an ample supply of raw materials available to satisfy the present requirements. The current landscape of open market pricing



exhibits a notable level of aggressiveness, presenting a variety of available deals. The overall quality is commendable; however, there is a potential concern regarding mildew that may arise in the forthcoming weeks.

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

The Cuyama/Santa Maria area serves as the principal agricultural zone, anticipated to sustain production activities until approximately November. Although there is a notable contraction in the availability of jumbos and cellos, accompanied by a rise in their prices, the fulfillment of standard orders continues unabated. The availability of baby and snack packs is substantial, coinciding effectively with the reopening of schools.



Cauliflower

The availability of cauliflower is robust and reliable from Salinas and Santa Maria, with market conditions anticipated to remain stable into the following week. While supplies from Mexico may be limited, the production in California is poised to effectively complement the reduced volumes originating from that area.



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Celery

Supplies are plentiful across all sizes, with twenty-four counts accessible throughout the week. The level of demand can be characterized as moderate at best. The most competitive agreements are emerging from the Oxnard/Santa Maria region, characterized by the flexibility of shippers. The overall quality continues to be robust, with only a few minor seed issues noted.



Cilantro

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

With the northern regions no longer contributing, the supply of cucumbers from the East is now restricted to a select few areas, resulting in limited volumes. The agricultural season in North Carolina is nearing its conclusion, transitioning the focus to Georgia and the limited fields that commenced early in southern Florida. Farmers in Georgia are currently facing challenges related to diminished acreage, decreased yields, and certain quality concerns as a result of Hurricane Helene. Regarding Florida, we are currently awaiting a comprehensive



evaluation of Milton's impacts across different agricultural regions. In the western regions, the availability of cucumbers is currently at a moderate level, with production occurring in Baja, Central Mexico, and Sonora. The highest quality fruit is originating from Baja, whereas the produce from Central Mexico is beginning to exhibit signs of scarring and sunken ends. Sonora currently exhibits commendable quality and condition; however, its light color may not be suitable for all recipients. Nonetheless, we foresee enhancement as the approaching cooler climate is expected to contribute positively.

Eggplant

The availability of eggplant in the Eastern region is currently limited; however, there appears to be a sufficient supply to meet demand. North Carolina farmers will continue operations for another week and has consistently provided high-quality produce. Eggs can also be found in Georgia and Florida, with a limited supply still available in New Jersey. While no significant quality issues have been documented from these regions, there have been a handful of problematic lots observed intermittently. In the Western region, the supply persists from the Fresno area, characterized by a range of quality levels. Fresno is anticipated to continue operations throughout the remainder of the month, at which point production will shift to the California desert. This week, we are observing a limited number of eggs being produced in Sonora; however, the predominant volume from Mexico is anticipated to commence around mid-November, coincid-



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ing with the initiation of production in Sinaloa.

Garlic

The production of garlic in California is currently at its peak, with expectations for high quality and robust supplies to persist in the near future.



Green Beans

Eastern green bean production continues to be extremely limited, with only small volumes coming from Virginia and Georgia. Virginia is in the short rows of the season and will likely finish up in the next few days. Georgia has experienced significant crop damage from prior storms and only has a small percentage of their normal supply. Florida's situation is still under assessment, but we have heard that several growers have had to replant so start dates will most likely be delayed in multiple areas. In the West, green bean production is also very snug, with light volumes coming from Santa Maria and Santa Ana, and a handful coming into Nogales from Sonora and Central Mexico. The California season is almost at its end and we don't expect to see significant volumes out of Mexico until mid-November when Sinaloa gets started. The Washington state program has now finished for the season. Overall, supply looks to be challenging for at least the next several weeks.



Green Onions

With the onset of cooler temperatures in Northern Mexico, we expect to see an enhancement in supply



levels over the forthcoming three-week period. The market is experiencing a decline from its recent peaks as we approach the weekend.

Kale

The supply of kale is projected to maintain stability throughout this week, and we foresee that the market will similarly exhibit consistency as we approach the weekend.



Lettuce—Iceberg

There has been a modest increase in demand, and production activities have commenced in Huron. Salinas and Santa Maria persist in providing ample supplies, anticipated to endure for the duration of the week. The overall quality continues to exceed the average standard, with weights varying between 39 and 42 pounds across various shipping providers. Preliminary analyses indicate that the market could experience a contraction in the forthcoming weeks, presenting an opportune moment for promotional activities. Although there have been a few isolated reports of slight discoloration, misshapen heads, and pinking upon arrival, these occurrences are not prevalent.



Lettuce—Leaf

The current market conditions indicate a softness, characterized by a significant number of suppliers possessing a substantial availability of romaine, in addition to green and red leaf lettuce for the week. It is advisable to actively promote these items,



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given the flexibility of suppliers. It is anticipated that the market will experience a contraction in the forthcoming week or two. Reports of tip and fringe burn have been notably limited. Furthermore, we expect a consistent availability of romaine hearts over the course of the week.

Lettuce—Tender Leaf



The availability of cilantro, arugula, and parsley is anticipated to decline marginally as a result of the recent heat, which is leading to complications such as leaf miner damage and a reduction in texture quality, resulting in a weaker and thinner appearance. Consequently, we expect these markets to experience an increase as we approach the weekend.

Mushrooms

Alert



The demand is surpassing the available supplies as production experiences a decline with the arrival of the autumn months. It is expected that the availability of supplies will further diminish as we near the holiday season.

Onions



The onion market has reached a state of stability, as the harvests have been finalized in the majority of regions. The quality of yellow, red, and white onions remains robust, with supplies adequately satisfying consistent demand. Nevertheless, it is expected that prices will increase in the forthcoming weeks.

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 upcoming weeks. We are currently anticipating further developments from the Plant City region; however, it is expected that the production of the primary chilies in South Florida will commence in the upcoming weeks. In the Western region, there is a robust supply of jalapenos, 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 is currently at an average level, with certain items experiencing difficulties in maintaining their condition during transportation. Nogales is currently experiencing an influx of chilies from Sonora, and the volumes are anticipated to increase as additional growers begin their operations. Washington State consistently demonstrates a robust supply and high quality, with no frost anticipated for a minimum of 15 days. This situation presents an opportunity for the program to possibly continue throughout the rest of the month.

Potatoes



The market exhibits stability, with promotional pricing predominantly available on larger carton sizes as the ma-

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majority of growers finalize their harvest activities. While the majority concluded their tasks last week, a select few are finalizing their work during the initial part of this week. This week's sizing trends indicate a preference for larger profiles, accompanied by a notable consistency in overall quality.

Squash-Yellow & Zucchini



Eastern zucchini supplies are plentiful, while yellow zucchini is scarcer. There is availability in Georgia, New Jersey, North Carolina, and Florida, with minor harvests occurring. Volume from Nogales is rising as more producers join the market.

Organics

Roma

There is a sufficient supply of organic roma tomatoes, predominantly sourced from Central Mexico. The quality has generally been satisfactory; however, any batches exhibiting a high color intensity may warrant further scrutiny.



however, the overall supply remains adequate. Certain lots demonstrate insufficient color blending; nonetheless, the quality of the fruit continues to be acceptable.

Grape Tomatoes

Baja continues to serve as the principal source for organic grape tomatoes. The quality has been moderate, with sporadic concerns regarding color and instances of shriveling. Additionally, there are a limited number of items emerging from Central Mexico, although the volume remains quite low. The transition of harvests to Mainland Mexico is not anticipated until December.



Mini Cucumbers

This week, the availability of organic mini cucumbers has shown a modest increase, reflecting the natural fluctuations in supply. The quality has been satisfactory; however, a segment of the product exceeds the specified dimensions permitted by certain customers.



Mini Sweet Peppers

the availability of organic minis is somewhat constrained due to a farmer transitioning between plantings;



Bell Peppers

The availability of organic, vibrantly colored bell peppers originating from Central Mexico is both strong and consistent. In the forthcoming weeks, we anticipate an improvement in the situation; however, it is important to note that the quality, sizing, and supply are presently outstanding. Canada is approaching the end of the season and is anticipated to resolve matters in the upcoming weeks.



A Fresh Take on Value-Added Distribution

Flowers—Every Day Program

- Fixed pricing programs
- Various price points focused on shopper demographics
- Customization capabilities



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