



Fresh News

Market Alert

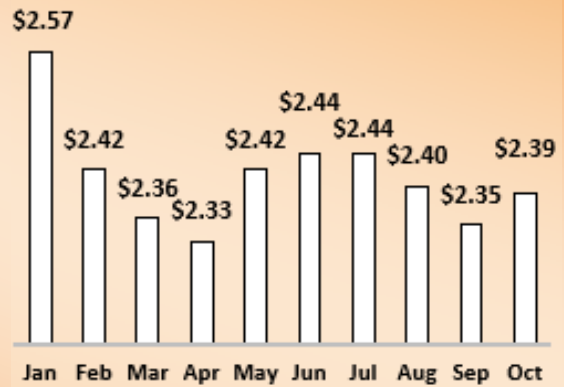
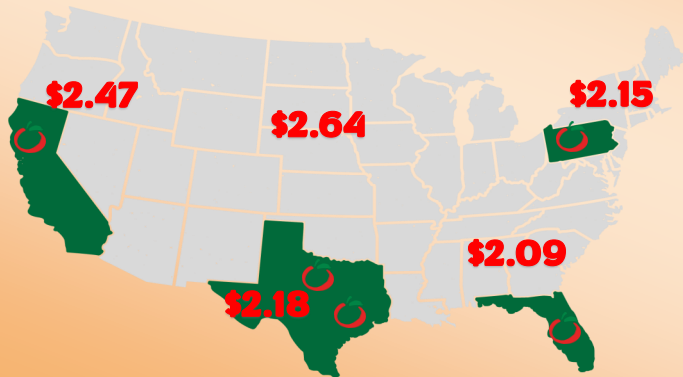
- ◆ Bell Peppers
- ◆ Blackberries
- ◆ Broccoli
- ◆ Oranges
- ◆ Mushrooms
- ◆ Tomatoes
- ◆ Strawberries

A Fresh Take on
Foodservice
Distribution



National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER ☁️ 68°F scattered clouds	72°F / 57°F	63°F / 48°F	64°F / 46°F	63°F / 46°F	64°F / 46°F	64°F / 46°F	66°F / 45°F	
WATSONVILLE WEATHER ☀️ 72°F clear sky	72°F / 57°F	63°F / 46°F	63°F / 45°F	63°F / 45°F	63°F / 46°F	64°F / 46°F	66°F / 45°F	
CULIACÁN WEATHER ☀️ 95°F clear sky	99°F / 66°F	102°F / 70°F	97°F / 70°F	97°F / 70°F	97°F / 68°F	95°F / 64°F	93°F / 63°F	
RUSKIN WEATHER 🌙 79°F clear sky	81°F / 68°F	81°F / 68°F	82°F / 70°F	82°F / 72°F	81°F / 70°F	82°F / 70°F	82°F / 70°F	
BAJA CALIFORNIA WEATHER ☁️ 77°F few clouds	81°F / 59°F	75°F / 54°F	59°F / 46°F	61°F / 43°F	64°F / 45°F	68°F / 48°F	64°F / 46°F	

Tomatoes

Alert

East Coast

This week, there is a notable lack of Eastern Roma supply. There are a few instances present, but none possess significant relevance. Quincy is anticipated to initiate operations in the forthcoming week, resulting in a constrained supply. Nevertheless, the anticipated yields on Quincy's limited acreage are projected to experience a significant decline due to the repercussions of Hurricane Helene. Florida shippers have declared an "Act of God" from recent hurricanes, leading to limited supplies and defects through November and December. Producers in Virginia are anticipated to finalize their operations over the weekend, concentrating on the outstanding second and third pickings, while allocating round tomatoes to areas situated further south. Quincy is set to begin operations in the upcoming 7-10 days; however, the limited acreage in this area is anticipated to result in diminished yields this season, akin to those recorded with romas. The assessment of the supply situation beyond Quincy, Florida is ongoing. The availability of Eastern grape tomatoes is presently constrained. The cultivation activities in Virginia have now been successfully concluded. This week, central and south Florida are encountering minimal supplies; nevertheless, the evaluation of the long-term supply conditions continues to be in progress.



West Coast

The West Coast Romas are extending towards the West, with their light volumes continuing to experience significant demand this week. In the upcoming 5-7 days, California is expected to witness a significant reduction in volume as several growers finalize their seasonal activities. Some expect to maintain their activities until the end of October, depending on the prevailing weather conditions. As the season approaches its conclusion, the fruit originating from California's western regions is undergoing a diminishment in size. One grower has reached the conclusion of their season this week, while two additional growers are scheduled to finalize their seasons in the forthcoming week. Some cultivators may possess the ability to prolong their operations for an extra 7-10 days, following which the harvests for this region's season will come to an end.



Mexico

Roma Baja growers are presently engaged in the transition from Summer to Fall crops, with an expected rise in volume next week as more growers commence their operations. The supply originating from Central and Eastern Mexico is subject to variations, yet it consistently remains constrained, often characterized by occurrences of inferior quality. The current production of Baja is experiencing a transitional phase between the Summer and Fall crops, which has led to constrained volumes and reduced sizing at this time. We foresee a rise in volume in the upcoming week as an additional grower initiates their Fall plantings. Currently, the quality of Mexico can be described as moderate. Grapes are present in the Western regions, notably in Baja, as well as in Central and Eastern Mexico. Baja is anticipated to sustain moderate levels as it transitions from Summer to Fall crops, with two new areas scheduled to begin operations in the next 7-10 days. The production regions in Eastern and Central Mexico are anticipated to sustain moderate volumes in the upcoming weeks, even in light of considerable fluctuations observed during this season.



A Fresh Take on Value-Added Distribution

Fruits

Apples

All prominent apple varieties have now commenced their new crop harvest, with the sole exception of Pink Lady, which is scheduled to begin at the end of the month. In summary, there has been a notable decline in volumes across almost all varieties in comparison to the previous year, with Granny Smiths experiencing a particularly significant decrease. The trend towards larger size profiles presents a significant challenge for the food service industry, particularly as it vies with retail for the demand for smaller sizes. The sole exception pertains to small Galas, where there is presently a sufficient supply of 125/138s.



offshore containers have begun to arrive at the ports in Los Angeles and New Jersey. The East Coast is currently the primary recipient of these shipments, whereas West Coast ports are anticipated to experience a gradual rise in activity as Peruvian production escalates in the forthcoming weeks. Central Mexico is initiating cross-product activities into the U.S., with anticipated volume increases as we approach November. Consistent arrivals of Peruvian imports are now being observed, with shipments departing from Miami. Additionally, there are small quantities of fruit making their way into McAllen, TX from Mexico.

Bananas

The fruit demonstrates outstanding overall quality, characterized by consistent and robust volumes.



Berries—Raspberries

A temporary planting gap in Baja is resulting in reduced supplies on the West Coast; however, this situation is expected to improve as we near mid-November. Concurrently, minor consignments from Central Mexico are being delivered to the border on a daily basis, with a portion being redirected to California.



Berries—Blackberries

The Supplies continue to be quite constrained from Central Mexico and Baja, with market levels remaining high. We anticipate a consistent increase in Central Mexican production as we approach November.



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Berries—Strawberries

The Reports indicate sporadic arrivals from Central Mexico in the Laredo area, with the primary season anticipated to commence in the second or third week of November. Salinas and Watsonville are approaching completion, whereas the cooler nighttime temperatures in Santa Maria and Oxnard are resulting in diminished yields. The



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Berries—Blueberries

There is a noticeable improvement as



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cooler daytime temperatures, ranging from the high 60s to low 70s, are resulting in a scenario where demand surpasses supply. The commencement of the season has been postponed as a result of recent hurricane activity, and we are currently anticipating a tentative start between mid-December and early January.

Citrus - Grapefruit

Desert Rios are beginning to emerge, with the first shipments originating from Riverside and the San Joaquin Valley.



Citrus - Lemons

The markets exhibit a general state of stability. In District 2 (Oxnard/Ventura County), year-round shipments persist; however, there is a notable decline in supplies, with quality varying from fair to good. At this juncture, District 3 (California Desert/AZ) is undergoing significant development, and we foresee enhancements in quality as we move towards the new crop fruit.



Citrus - Limes

The market exhibits a stable trend, with a marginal decline observed, while there is a notable enhancement in the quality of sizing. The fruit is presently exhibiting a predominance of smaller sizes, specifically within the 200-250 count range, whereas the availability of larger fruit remains comparatively constrained.



Citrus - Oranges

The season for Valencias has come to an end, and domestic navels have started to be shipped in modest quantities, with anticipations of an increase in volume over the upcoming weeks. The initial peak sizes are relatively modest, which will prove beneficial for the foodservice sector. Sizes 88 and above are presently experiencing a significant shortage in availability. The current duration for gassing the navels is roughly 96 hours.



Grapes

Domestic grapes are in good supply, and the eating quality has been excellent. While black seedless grapes are somewhat limited, orders are still being fulfilled. Absent any significant weather events, we anticipate having California grapes available through mid-November. Imports are projected to begin arriving in mid to late November, indicating there will likely be no gap between domestic and imported grapes.



Melons - Cantaloupe

The growing season for Westside cantaloupe is nearing its conclusion, as supplementary supplies are being sourced from Brawley and Yuma. The internal quality has demonstrated excellence, with brix levels exhibiting a range from 12 to 14%. Nonetheless, there have been external apprehensions regarding matters related to dirt. Mexican cantaloupes are presently accessible in Nogales, providing enhanced sizing alternatives. Offshore melons are anticipated to be



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accessible during the week commencing November 10, 2024.

Melons - Honeydew



The honeydew market exhibits stability as there is a notable increase in supplies. Although advancements in sizing are emerging, the availability of 8-count honeydews remains relatively constrained. Mexican honeydews are presently accessible in Nogales.

Melons - Watermelon



There is a notable enhancement in the availability of watermelon on the West Coast, especially in Nogales. The suppliers on the East Coast and in Georgia experienced considerable disruption due to Hurricane Milton, resulting in a heightened demand for watermelons sourced from the West Coast.

Pears



Washington is currently engaged in the harvesting of all significant pear varieties, with the market maintaining stability at elevated price levels. The current year is anticipated to present challenges for pear production, as there has been a notable reduction in the crop yield from Washington in comparison to the volumes recorded in the previous year. The season for California pears is approaching its conclusion, with the final availability expected by the end of this month.

Pineapple



Suppliers are upholding six-week averages, placing emphasis on contracted business. Although suppliers of Costa Rican pineapples are making advancements, the number of crossings continues to decline compared to previous years. This month, an increase in rainfall is anticipated, which is likely to improve both the quality and availability of resources. Nonetheless, the procurement of larger fruit continues to pose significant challenges within the market. Conversely, Mexican pineapples exhibit greater availability in the United States, accompanied by enhancements in quality within the cultivation areas.

Stone Fruit



Plums are currently abundant and are anticipated to remain available throughout November. Asian pears have commenced their season, presenting robust volumes in the market. We project that domestic supplies will remain available through January. Domestic kiwis have commenced their arrival, and the market is exhibiting stability at elevated pricing levels. The autumn season brings forth a bountiful harvest of fruits, showcasing an abundance of pomegranates, persimmons, and quinces readily accessible.

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Vegetables

Asparagus



The supply of asparagus from Peru and Mexico is showing consistent improvement daily, resulting in a gradual reduction in market prices. We expect to see additional enhancements in the availability of supplies, particularly with the introduction of larger sizes, as we progress into the upcoming week.

Avocados



The markets exhibit stability as the Adventajada crop commences with a modest volume, coinciding with the shipping of the Flora Loca crop. The dry matter levels for both crops are currently at approximately 26%, which significantly reduces the probability of checkerboarding occurring. Currently, approximately 50% of the Loca crop has been harvested, indicating that a significant quantity of fruit remains on the trees. Producers in Mexico are implementing size selection strategies in response to export demand.

Bell Peppers - Color



The volumes of colored bell peppers in Canada are currently sufficient, and Central Mexico continues to provide a consistent supply. The market for red bell peppers continues to exhibit elevated levels, with no substantial alleviation anticipated until the beginning of January.

Bell Peppers - Green

Alert



The freezing conditions in Michigan and the storm impacts in Georgia have resulted in a constriction of supply, while Florida is currently awaiting damage assessments. California's supplies are currently limited, whereas substantial volumes from Mexico are anticipated to arrive in mid to late November.

Broccoli



The supply of broccoli is currently robust and stable, with a reliable availability anticipated to persist into the following week.

Brussel Sprouts



The available volume continues to demonstrate robustness as we approach the upcoming week, while the market sentiment fluctuates between moderate and subdued. Nonetheless, the quality of the product is encountering several challenges, such as the rise in mildew and the ongoing issue of elongated seed cores. In light of these challenges, the availability of supplies continues to be robust, presenting an opportune moment for promotional activities.

Cabbage



The availability of supplies is limited. Producers are indicating challenges at

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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, and there has been a rise in market prices this week, leading to anticipated limited supplies in the upcoming weeks.

Carrots

New crops are emerging, promising enhanced supply and quality in the future. Due to the loss of the Georgia crop, there is a notable scarcity of both cello and table carrots.



Cauliflower

The availability of cauliflower is anticipated to remain robust over the course of the week. The overall quality can be considered satisfactory, although there are occasional occurrences of brown spotting present. The market is expected to maintain stability as we approach the upcoming week.



Celery

The market demonstrates stability as we commence the week, with anticipated uniform supplies across all dimensions. The optimal availability is observed in the Santa Maria/Oxnard region, where shippers are facilitating larger orders. Production continues to take place in Salinas. In summary, the quality continues to exceed the average standard, with very few instances of seeder-related problems reported.



Cilantro

Supply has demonstrated signs of improvement, characterized by a satisfactory level of quality. The demand has experienced a notable increase, accompanied by the shipment of supplies from Oxnard and Salinas. Anticipations indicate that supply will be constrained over the forthcoming weeks, accompanied by enhanced market pricing.



Cucumber

The availability of Eastern cucumbers is currently constrained as the growing season in North Carolina draws to a conclusion. Additionally, Georgia is experiencing challenges related to diminished acreage and quality, attributed to the impacts of Hurricane Helene. Florida continues to evaluate the repercussions of Hurricane Milton, as initial reports indicate that only minimal quantities are being produced. In the western regions, Baja is providing cucumbers of exceptional quality, whereas Central Mexico is facing challenges related to scarring issues. In Sonora, the cucumbers are currently in favorable condition; however, they display a lighter hue.



Eggplant

The availability of eastern eggplant is currently limited, yet sufficient to meet demand. In the Western region, Fresno is currently supplying eggplant of fair quality throughout the month. The production is anticipated to shift to Coachella and Mexico, with a significant increase in main volumes expected by mid-November.



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Garlic

The production of garlic in California is currently at its peak, with the quality being assessed as good. It is anticipated that the availability of supplies will continue to be strong as we progress.



in Huron, Santa Maria, and Salinas. The reported weights from various regions typically fall within the range of 38 to 42 pounds among the majority of shippers. Although there have been a few reports of minor misshapen heads and discoloration upon arrival, these occurrences are not prevalent. The market is anticipated to exhibit strengthening trends in the upcoming week; however, ample availability of this commodity is projected to persist throughout the week. The commencement of production in Yuma is scheduled for the initial week of November.

Green Beans

The prices have increased significantly. The recent storms that have impacted North Carolina and Florida have resulted in a restriction of supplies, consequently driving prices upward. It is anticipated that supply may stabilize in the upcoming week; however, a notable decline is projected to occur from November to December.



Lettuce—Leaf

The cultivation of romaine, along with green and red leaf lettuce, is presently accessible from the regions of Huron, Salinas, and Santa Maria. In general, the quality is satisfactory, with only a few isolated instances of tip and fringe burn noted. The current demand levels are subdued, and although shippers are making adjustments this week, it is expected that supplies will become more constrained in the upcoming week. Consistent supplies of romaine hearts are anticipated to be accessible for the duration of the week. Production in Yuma is anticipated to commence during the initial week of November.



Green Onions

The current availability of green onions is plentiful, and there is a notable improvement in quality as well. We anticipate that the market will maintain a stable trajectory as we approach the upcoming week.



Kale

The supply of kale is projected to fall marginally short of the allocated budget for the upcoming weeks. As we approach the upcoming week, one can anticipate a modest uptick in market activity.



Lettuce—Tender Leaf

The availability of cilantro, arugula, and parsley is anticipated to experience a modest decline as a result of the recent elevated temperatures. The elevated temperatures are leading to complications, including damage from leaf miners and a reduction in



Lettuce—Iceberg

The supply levels are robust, with production activities continuing



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the robustness and thickness of the foliage. Consequently, we expect these markets to experience an increase as we approach the weekend.

Mushrooms

The current market dynamics indicate that demand is surpassing the available supplies, leading to a progressive rise in market prices as a consequence of the restricted surplus of products.

Alert



Onions

The harvesting process has reached its conclusion, resulting in ample supplies of red, yellow, and white varieties now stored for future use. The markets are demonstrating signs of stabilization, and we foresee a potential rise in pricing in the forthcoming weeks.



Peppers/Chilis

As The availability of eastern supplies is constrained as a result of local programs and the conclusion of the season in Michigan. Production in Georgia is set to commence soon, while the mainline chilies from South Florida are anticipated to arrive shortly thereafter. In the western regions, jalapeños are plentiful, accompanied by a moderate presence of alternative varieties. The availability of Baja supplies is diminishing, with certain varieties exhibiting fair quality. Nogales is set to become operational shortly, and we can anticipate a swift enhancement in quality.



Potatoes

The completion of the potato harvest has been achieved, and shipments are currently being dispatched from storage facilities throughout all regions. The current market trend for sizing falls within the range of 40 to 70 count, accompanied by promotional pricing options for potatoes within this specific range.



Squash-Yellow & Zucchini

The supply of Eastern squash is typically sufficient; nonetheless, concerns regarding quality are impacting availability, and the harvest in North Carolina is anticipated to wrap up in approximately one week. Georgia is currently experiencing satisfactory volumes accompanied by acceptable quality, whereas the long-term prospects for South Florida continue to be ambiguous as a result of storm-related damage. In the western region, California persistently provides squash sourced from Santa Maria, in conjunction with Baja. Production is transitioning to Sonora, characterized by rising volumes and commendable quality, with loading taking place from Nogales.



Your Texas foodservice solution.

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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.

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 Sweet Peppers

the availability of organic minis is somewhat constrained due to a farmer transitioning between plantings; however, the overall supply remains adequate. Certain lots demonstrate insufficient color blending; nonetheless, the quality of the fruit continues to be acceptable.

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.

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



DiMare Fresh Locations



Dallas/Fort Worth
4629 Diplomacy Rd
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