

Fresh News



Market Alert

- ◆ Bell Peppers
- ◆ Blackberries
- ◆ Oranges
- ◆ Tomatoes

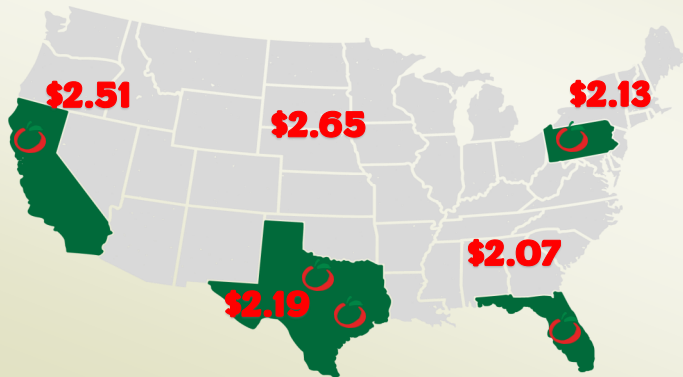
Food Grade Warehousing & Distribution



Comprehensive Supply Chain Solutions

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SALINAS WEATHER 54°F clear sky	Sunny	68°F 48°F	73°F 50°F	73°F 50°F	79°F 54°F	75°F 54°F	77°F 52°F	72°F 50°F
WATSONVILLE WEATHER 55°F clear sky	Sunny	70°F 46°F	72°F 48°F	72°F 50°F	73°F 52°F	72°F 52°F	73°F 50°F	70°F 50°F
CULIACÁN WEATHER 77°F scattered clouds	Partly Cloudy	88°F 63°F	86°F 63°F	90°F 63°F	91°F 61°F	90°F 63°F	93°F 63°F	93°F 61°F
RUSKIN WEATHER 82°F clear sky	Sunny	82°F 72°F	82°F 70°F	81°F 70°F	79°F 75°F	81°F 75°F	84°F 75°F	82°F 72°F
BAJA CALIFORNIA WEATHER 52°F clear sky	Sunny	59°F 45°F	59°F 43°F	66°F 46°F	66°F 45°F	59°F 45°F	59°F 43°F	66°F 46°F

Tomatoes

Alert



East Coast

The sole romas accessible in the Eastern region are sourced from the Quincy and South Georgia areas, where availability is constrained and their brief growing seasons are nearing conclusion. In November, the eastern supply generally transitions to the Ruskin/Palmetto region; however, growers have encountered significant crop losses and damages. This situation will lead to a salvage-type crop characterized by limited volumes, predominantly consisting of #2 and small fruit. The supply situation in the Eastern region appears to be unfavorable until late December, when South Florida will commence its crop production and planting activities that were initiated following the storms. The availability of Eastern round tomatoes is currently very restricted and is anticipated to continue in this manner for the foreseeable future. The Quincy region has largely completed its crown picks; however, it will continue to operate with restricted volumes and sizing for 2nds and 3rds, contingent upon market conditions and quality standards. In addition, there are some occurrences in southern Georgia; however, the plantings remain sparse, and the volumes have been further constrained by the impact of Hurricane Helene. In November, Ruskin/Palmetto generally serves as the main supply region; however, the extensive destruction caused by Hurricane Milton has diminished the supply from this area to a salvage arrangement, which appears to be primarily suitable for processing objectives. The crops in South Florida have also suffered from storm damages, resulting in a delayed commencement to the season. Assuming the absence of additional weather disturbances, we can anticipate that production levels will revert to more typical levels by the end of December or early January. The supply of grape tomatoes in Florida is notably reduced compared to the typical levels expected during this period, primarily as a result of crop losses and damages, especially in the Palmetto/Ruskin region. The early agricultural output in South Florida is currently in progress; however, the yields are significantly diminished, falling below one-quarter of the typical volumes due to the repercussions of Milton's influence. New areas are anticipated to commence in approximately one month; however, initial volumes are projected to be reduced owing to damages sustained in early plantings. The effects of weather have influenced both quality and pack-outs; however, the final outcome is a commendable pack.

West Coast

The cultivation of crops in California has now reached its conclusion. The conclusion of West, California's season effectively intensifies the existing pressure on the limited Mexican supply.



Mexico

The volume of Baja has diminished as the summer crops conclude, and the initiation of Fall acreage has been sluggish. Farms in East and Central Mexico continue to offer products, although this region has surpassed its peak production period. The supply from Mexico is expected to stabilize at or around existing levels until the commencement of new crops in Culiacán, anticipated for late December. Baja is currently undergoing a transition from Summer to Fall crops. The Summer crops are anticipated to continue for an additional two weeks; however, the Fall crops have yet to commence their growth phase, attributed to recent cooler temperatures. The volumes in Central and Eastern Mexico are experiencing a downturn as the cooler weather sets in and the seasonal decline becomes evident. We do not foresee substantial alterations from Mexico until the commencement of new crops in Sinaloa, projected for late December or early January. The older crops in Baja are nearing the end of their growing cycle, whereas the new crops are experiencing a sluggish beginning attributed to the cooler weather conditions. We can anticipate an increase in activity in this area over the forthcoming weeks. Central Mexico is additionally playing a role in the supply chain, providing light to moderate volumes for the upcoming weeks, subject to weather conditions. The quality of produce from the various Mexican growing regions ranges from fair to good, contingent upon the specific lot and the grower involved.



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Fruits

Apples

All The anticipated quality of Washington's 2024 crop is projected to be exceptional, attributed to the advantageous growing conditions observed this season. The projected yield is 124 million, a decrease from 136 million. Nevertheless, the varieties of red delicious, gold delicious, granny smith, gala, and fuji have experienced a decline. The quantity of Cosmic has risen, now totaling 2.8 million boxes. In light of the 12 million box deficit that Washington is currently confronting, it is anticipated that prices will experience an upward trend. Notwithstanding this, there remains a significant quantity of fruit available for shipment throughout the entire year.



has experienced a decline, arriving at a seasonal minimum.

Berries—Blueberries

The escalation of prices can be attributed to the significantly restricted availability of quantities. The conclusion of the Pacific Northwest season has resulted in a notable deficit in both domestic and imported crops. The existing supply is constrained, relying on imports from Peru, Chile, and Mexico. It is anticipated that supply will decline to its minimum level in the middle to late October period, subsequently experiencing an increase and achieving stabilization by approximately mid-November.



Bananas

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



Berries—Raspberries

The prices have experienced a modest increase. In Mexico, the quality is exceptional, characterized by a vibrant red hue and encouraging dimensions. During the time spent in Watsonville, the quality is commendable, characterized by a deep, dark red hue attributed to elevated temperatures and an average medium size. In summary, the production has experienced an increase for the last occasion prior to the conclusion of the season.



Berries—Blackberries

The prices have decreased. In Mexico, the quality is considered adequate, and there is an upward trend in volume, with a consistent supply anticipated for the remainder of the year. The quality in Watsonville is considered acceptable; however, challenges such as attached calyx, red cell regression, and smaller fruit continue to be present. In summary, the volume of production

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Berries—Strawberries

The prices have experienced a modest increase. Santa Maria and Watsonville/Salinas exhibit commendable quality; however, a downward trend is antici-



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pated. Projections indicate that Santa Maria may experience a substantial decline by late November, while Watsonville/Salinas could potentially conclude by early November. The production timeline in Florida has been postponed by three weeks as a result of Hurricane Milton. In contrast, Mexico's production is commencing with limited quantities, which are anticipated to rise over the next two to three weeks. The quality is satisfactory, featuring some green tips and sizes ranging from small to medium.

Citrus - Grapefruit

Desert Rios are starting to surface, with initial shipments coming from Riverside and the San Joaquin Valley.



Citrus - Lemons

The pricing remains stable. District 3 is consistently handling substantial volumes while maintaining high quality.



Citrus - Limes

The current pricing is notably low, particularly for mid-to-large sizes, which are experiencing a peak in quality alongside enhanced fruit health. Due to recent rains that have contributed to the growth of fruit, small fruit will be in limited supply until November.



Citrus - Oranges

The pricing is elevated. California



has initiated the harvesting process, though it is currently operating on a restricted scale. The anticipated sizing for small fruit is expected to be more substantial, with reports indicating a high quality. Supplies are expected to increase as we transition into November.

Grapes

The prices have experienced a modest increase. The early conclusion of California's harvest, prompted by adverse weather conditions, is poised to have a considerable effect on red wine availability in early October, thereby complicating supply dynamics in November.



Melons - Cantaloupe

The increase in prices can be attributed to the conclusion of the California season and the commencement of the Yuma season. Yuma exhibits satisfactory volumes, predominantly consisting of 12/15s, while the availability of 9s remains constrained. Certain quality concerns arise from mud staining, which is a result of wind and morning dew. However, the introduction of new fields and the efforts of packers in cleaning the melons have led to a notable enhancement in quality. Challenges related to sizing will persist over the upcoming three weeks, which is typical for this season, resulting in a significant scarcity of 9s.



Melons - Honeydew

The current state of prices re-



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flects a notable stability. The harvest predominantly comprises larger sizes, including jumbo varieties. A superior variety is anticipated by the following week. In addition to minor external scarring attributed to wind exposure, the overall quality remains commendable, with brix levels generally fluctuating between 12 and 14%.

Melons - Watermelon

With the conclusion of the seasons for South Carolina and Central Florida, the focus shifts to the emergence of Eastern domestic watermelon production from South Florida. The current acreage is limited, and availability is tight at this moment; however, we anticipate an increase in acreage becoming available in the next 2-3 weeks. The quality is moderate, and the sizing tends to be larger, corresponding to a 60 count of fruit. The availability of watermelon on the West Coast has significantly improved, particularly in Nogales. Consequence of Hurricane Milton, which led to an increased demand for watermelons obtained from the West Coast.



Pears

The agricultural output of the Northwest region in Washington and Oregon has experienced a decline in volume due to adverse weather conditions occurring in late February and March. Bartlett has experienced a decline of 14%, which has implications for both the grade and size. Anjous have experienced a decline of 30%, with an increase in premium varieties and a third-grade pack anticipated to conclude in May or June.



Red Anjous have experienced a decline of 7%, with the 120/135 count being regarded as questionable. Their availability is projected from early November through May. Bosc has experienced a decline of 63%, complicating the determination of the conclusion date; however, it is anticipated to begin the winding down process between the end of January and mid-February. The market pricing is anticipated to increase throughout the entire season.

Pineapple

Given the constraints on supplies, it is recommended to maintain flexibility regarding size. The volume of larger fruits is experiencing a steady upward trend, marked by a consistent week-over-week increase. The current state of the fruit is somewhat constrained; however, projections indicate that the crop yield is anticipated to enhance in the forthcoming season.



Stone Fruit

Plums are presently in plentiful supply and are expected to continue being accessible throughout the month of November. The season for Asian pears has begun, showcasing substantial volumes available in the market. It is anticipated that domestic supplies will continue to be accessible until January. The arrival of domestic kiwis has begun, and the market is demonstrating stability at high pricing levels. The autumn season presents a rich array of fruits, highlighting the plentiful availability of pomegranates, persimmons, and quinces.



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Vegetables

Asparagus



The volume and pricing are anticipated to maintain stability, bolstered by an uptick in supply from Baja. The quality continues to be moderate as a result of the elevated temperatures in the area. The volume of Peruvian products is on the rise and is expected to persist for the next four to five weeks, especially for larger sizes. The level of market activity has diminished in conjunction with enhancements in production efficiency. It is anticipated that demand and pricing will experience an uptick in mid-November in anticipation of Thanksgiving, whereas the availability of white asparagus will continue to be restricted until early December.

a supply of colored bell peppers; however, there is a noticeable trend towards smaller sizes, and the availability of red bell peppers is particularly limited this week. The season is anticipated to conclude by the end of November, resulting in the colored bell pepper supply relying on Mexico and various import agreements for the Winter season. The production in Central Mexico is expected to remain modest yet consistent over the next four weeks, with a resurgence anticipated around December 1st. Some growers are beginning to harvest bell peppers as greens in order to take advantage of the high prices in the green bell market. This trend is expected to influence availability in the coming weeks.

Avocados



Mexico is anticipated to lead the market in the upcoming months, while Colombia, Chile, and the Dominican Republic are also presenting potential opportunities. Anticipated volumes will remain robust throughout the Super Bowl period, and it is advisable to enhance promotional efforts. The Aventajada crop size curve is anticipated to favor sizes 60 and smaller through December, with a return to a more typical peak for size 48 expected by late December. The recommended storage temperature is 42°F.

Bell Peppers - Green

Alert



The circumstances surrounding bell peppers remain complex and demanding. The predominant supply in the Eastern region originates from Georgia, where both the volume and quality have been influenced by previous weather conditions. Given the prevailing market conditions, it is likely that they will continue operations for as long as feasible, potentially extending until Thanksgiving or the onset of the first freeze, whichever comes first. Hurricane Milton had a significant impact on various regions in Florida, resulting in considerable losses and extensive damage. In the forthcoming weeks, there will be a limited supply of volumes resulting from damaged crops; howev-

Bell Peppers - Color



Canada is currently experiencing

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er, it is anticipated that the quality concerns will be more pronounced than typically observed. It is probable that Florida will encounter a hiatus following that period until the introduction of new crops in December. In the western regions, specifically the Coachella, Oxnard, and Fresno areas, a variety of fruit is accessible. This quantity would typically suffice; however, the increasing demand from the East has elevated the need for this fruit significantly. Fresno is anticipated to extend its duration for approximately another week, whereas Oxnard is projected to persist for an additional 1 to 2 weeks thereafter. Coachella is currently operating at full production capacity. In light of certain observations regarding silvering in the newly cultivated desert crops, it is noteworthy that the overall quality of the fruit from California remains commendable. In Central Mexico, a limited selection of peppers is currently accessible; however, substantial quantities are anticipated to become available once production commences in Sinaloa in December.

Broccoli

The market is anticipated to experience volatility, characterized by constrained supplies and a transition period for broccoli crowns to Yuma projected to occur between November 20 and 24. Mexico has the potential to supply resources, and it is anticipated that current pricing and contracts will increase.



Broccolini

There are notable supply shortages despite strong demand and acceptable



quality. Scarce resources will continue to be a factor until the transition in Yuma occurs. The reported quality is fair, and market pricing has responded accordingly, resulting in constrained supplies and elevated prices.

Brussel Sprouts

The supply aligns with the budgetary constraints, and there has been a notable enhancement in both quality and market pricing, accompanied by robust demand. Current supplies are being sourced from Salinas, and market conditions are anticipated to remain stable over the forthcoming weeks.



Cabbage

The availability of supplies is currently limited. Producers are indicating challenges at the field level and a moderate quality of produce, with items sourced 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 forthcoming 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 demand has seen a notable rise, accompanied by limited sup-



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plies originating from Salinas and Santa Maria, along with a portion sourced from Mexico. The quality is satisfactory. Anticipated reductions in supply are projected for the upcoming weeks as the transition to Yuma progresses, leading to an increase in market pricing for the majority of contracts.

Celery

The supply is anticipated to maintain a consistent level, with existing resources sourced from Santa Maria and Salinas. The quality is satisfactory, and it is anticipated that market pricing will rise as a result of constrained supply and heightened demand during the holiday season.



Cilantro

The supply situation is showing signs of improvement, characterized by a reasonable level of quality. The demand has experienced a notable increase, accompanied by the shipping of supplies from Oxnard and Salinas. It is anticipated that supply will be constrained over the upcoming weeks, accompanied by enhanced market pricing.



Cucumber

The availability of cucumbers in the Eastern region is constrained. The volumes in Georgia are gradually decreasing as the season approaches its conclusion. The harvesting process will persist for several more weeks; however, both the supply and quality are experiencing a downward trend. In South Florida, there have been occasional



instances of light volumes; nonetheless, the overall volume and quality within the state are anticipated to remain constrained for the forthcoming month and a half as a result of the repercussions of Hurricane Milton. At present, Mexico is delivering a moderate supply of cucumbers; however, there exists a robust demand for this product. Fruit is sourced from Baja, Sonora, and Central Mexico, with a limited supply originating from the early crops of Sinaloa. The quality and color have shown significant enhancement from Sonora, attributed to the cooler weather that has alleviated plant stress. We anticipate an increase in volumes in December as the agricultural production in Sinaloa begins to accelerate.

Eggplant

The supply of Eastern eggplant continues to be limited this week. There exist minor concentrations of product in Georgia and South Florida; however, there are no substantial quantities present. The quality of available options has varied significantly, yet there are indeed some commendable selections of fruit present. We project that South Florida will experience an increase in the availability of eggplants in the upcoming weeks, which is expected to enhance supply to a certain degree. In the western region, California's agricultural output is constrained, with a singular primary cultivator operating in Oxnard. They are scheduled to transition to the desert area within the upcoming week. Currently, we are observing the initial arrivals of eggplant in Nogales from Culiacan and Hermosillo; however, the volumes remain



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constrained at this stage. We anticipate achieving full production levels by the conclusion of November, coinciding with the commencement of activities by shadehouse growers.

Garlic

The current production levels of garlic in California are at their zenith, with quality evaluations indicating a favorable status. It is expected that the supply availability will remain robust as we move forward.



Green Beans

While there are a few additional options this week stemming from a new crop in Georgia, the availability of green beans remains constrained in the Eastern region. The transition into Florida crops typically occurs soon; however, both the Lake area and South Florida experienced significant disruptions due to Hurricane Milton, leading to considerable losses in acreage and plantings. The anticipated timeline for recovery is set for mid-December; however, it is possible that some crops may become available a week or two prior to that date. In the Western regions, the availability is comparably restricted. Although there are some green beans originating from Sonora and Central Mexico, the quantity has been inconsistent and minimal. Given the previous elevated temperatures affecting crop yields, we do not foresee an increase in volumes from Mexico until the Sinaloa region commences its production, which is expected to align with the Thanksgiving period. This scenario highlights the necessity for meticulous planning given



the ongoing constraints in supply.

Green Onions

The supplies from Mexico have shown notable improvement, characterized by a rise in demand alongside enhanced yields as reported by growers. The pricing in the market has shown notable improvement, characterized by a reduction in both contract and initial pricing. It is anticipated that the market will maintain a stable condition for the upcoming weeks.



Kale

The supply remains consistent, accompanied by robust demand and high quality. The availability of supplies and market prices are anticipated to remain stable over the forthcoming weeks.



Lettuce—Iceberg

The provision of light is adequate and of reasonable quality; however, the rising demand is impacting both sizing and availability. The harvesting process in Huron has commenced, coinciding with a transition to Yuma scheduled for November 11-14th. The rising demand is leading to an escalation in market prices.



Lettuce—Leaf

The supply aligns with the budgetary constraints, while there is a notable increase in demand. The sizing is anticipated to be standard, accompanied by satisfactory weights. The quality is moderate,



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exhibiting some presence of seeders as a result of the preceding warm weather conditions in Salinas. During the transition to Yuma, there will be a slight limitation in the availability of supplies.

Lettuce—Tender Leaf



Consistent availability characterized by quality ranging from good to fair, alongside robust demand originating from Salinas and Watsonville. The quality and availability of supplies are anticipated to remain consistent.

Mushrooms



Quality is good, but yields are fluctuating during the summer. Better availability, and no price increases are expected. End users can be less affected by using a combination of white and brown mushrooms.

Onions



The quality remains consistently high across all cultivation areas, accompanied by stable demand and pricing in the market. Overall volumes have increased in comparison to the previous year. The predominant number of growers currently have their onions stored. The markets are exhibiting significant declines. There exists a substantial range of options across all colors and sizes, with the notable exception of medium reds, yellows, and whites. Mexico is acquiring a significant quantity of white and red wines.

Peppers/Chilis



The availability of Eastern chili peppers remains constrained. Traditionally, focus would be on Plant City for supply; however, this season's expectations are diminished due to the repercussions of Hurricane Milton. In South Florida, one can find a limited quantity of jalapenos, and similarly, Georgia's production is also minimal. These two regions represent the primary sources of jalapenos in the Eastern United States. In the Western regions, the availability of chili peppers is relatively moderate, with products sourced primarily from Baja, Central Mexico, and a few emerging suppliers in Sonora. Baja maintains a comprehensive product line and consistently upholds high standards of quality. Currently, the predominant varieties observed in Nogales include jalapenos, poblanos, and anaheims. Serranos and tomatillos are anticipated to emerge in the forthcoming weeks. In the Culiacan region of Sinaloa, it is anticipated that several growers will commence operations within the next fortnight; however, significant seasonal volumes are expected to materialize by December.

Potatoes



Prices are stable on the Idaho market, and the quality is good. The yields are not as high as they were last year. Even though the number has gone down, Idaho should still have a lot of available. In the next two weeks, harvesting will be over for the season. A good time to market

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Squash-Yellow & Zucchini



The Yellow and zucchini squashes are currently in ample supply. It is accessible in Georgia and select regions of Florida, exhibiting generally high quality. The prevalence of squash in the market is increasing relative to other vegetable items, as growers who have experienced field losses due to adverse weather conditions can replant this crop and yield product in approximately 30 days. In the West-

ern region, the supply chain remains robust, particularly from Sonora. Crossings are expected to maintain a steady state over the upcoming weeks; however, a minor decline may occur in the short term as a result of bloom drop stemming from the previous extreme heat conditions. Culiacan aims to initiate its activities in a noteworthy manner at the conclusion of November or the beginning of December.

Organics

Roma



The supply of organic roma tomatoes remains at light to moderate levels, with availability noted in Baja and Central Mexico. The quality from Central Mexico has been consistently strong, whereas the output from Baja has been merely acceptable. In the upcoming week, there may be a reduction in supply due to a temporary interval between plantings experienced by a grower in Central Mexico.

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.

Grape Tomatoes



While there are modest quantities accessible in Central Mexico, Baja remains the predominant region for organic grape tomatoes. Certain cultivators have prolonged their plantings, which are anticipated to persist into December, facilitating a smoother transition to the season in Mainland Mexico later in the month. The overall quality of the Baja fruit has been satisfactory.

Mini Cucumbers



This This week, there are several additional organic mini cucumbers available; however, their availability has been somewhat inconsistent. Supply is being sourced from both Baja and Central Mexico. This week, there has been a noticeable decline in quality, resulting in reduced packouts. As we progress deeper into November, we can anticipate enhanced consistency in availability and notable improvements in quality.

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Flowers—Every Day Program

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



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