

Fresh News



Market Alert

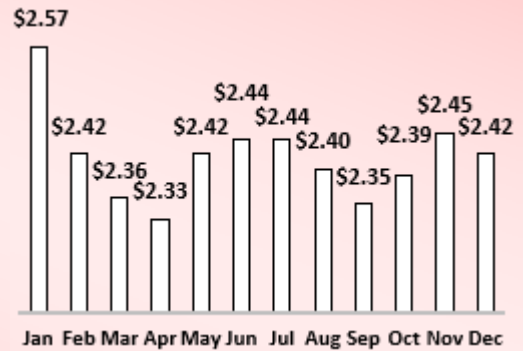
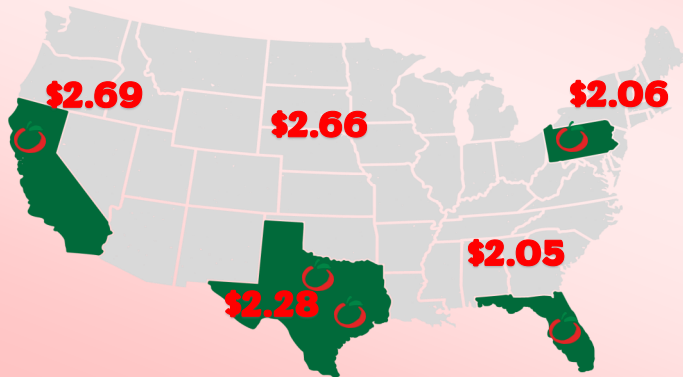
- ◆ Cantaloupe
- ◆ Cauliflower
- ◆ Celery
- ◆ Honeydew
- ◆ Tomatoes



Your Texas
foodservice solution

National Reefer Rate per Mile (Last Week per DAT)

Trend



Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
YUMA WEATHER	68°F clear sky	70°F 48°F	72°F 46°F	77°F 48°F	79°F 52°F	81°F 55°F	81°F 54°F	81°F 54°F
BAJA CALIFORNIA WEATHER	55°F clear sky	68°F 45°F	63°F 43°F	64°F 45°F	64°F 46°F	66°F 46°F	68°F 43°F	68°F 45°F
CULIACÁN WEATHER	88°F clear sky	91°F 61°F	90°F 59°F	90°F 59°F	91°F 59°F	91°F 61°F	95°F 61°F	95°F 63°F
RUSKIN WEATHER	72°F clear sky	73°F 63°F	75°F 63°F	75°F 64°F	73°F 64°F	72°F 64°F	66°F 59°F	63°F 52°F
YAKIMA WEATHER	37°F clear sky	37°F 25°F	34°F 32°F	34°F 30°F	37°F 34°F	36°F 28°F	37°F 36°F	37°F 34°F

Tomatoes

Alert



East Coast

The present yields are derived from the initial sowings in South Florida that experienced damage due to the storm. This phenomenon has significantly influenced both yields and size, resulting in a predominant occurrence of smaller dimensions. The recent cool weather has caused a delay of approximately one week for the new plantings that were unaffected by the storm, resulting in their anticipated emergence occurring closer to January 1st. At that juncture, we can anticipate a gradual increase in volumes, ultimately reaching standard production levels. The volume of round tomatoes in Florida is currently limited, as producers persist in harvesting crops that have been impacted by recent storms. Similar to romas, the sizing tends to be on the smaller side, specifically in the 6x6 and 6x7 dimensions, with larger sizes being quite scarce. We anticipate the harvest of new, healthy crops coinciding with the Christmas season, with an expected increase in volume as we progress into the New Year. While Florida farms continue to primarily harvest grape tomatoes from plantings impacted by storms, there are emerging signs of yield improvements, as the regrowth has exceeded initial expectations. New crops are set to begin gradually over the next 10-14 days, with volumes expected to increase following Christmas and return to typical seasonal levels after January 1st.



Mexico

Mexico remains in a state characterized by a light to moderate supply. Currently, both Baja and Central Mexico are experiencing a seasonal decline, and we are observing an increase in quality issues this week. Nonetheless, we are beginning to observe modest volumes of new crops, as a select few have commenced in Sinaloa. Production is anticipated to increase significantly in the next 10-14 days as additional growers begin operations, leading to enhanced volumes following January 1st. Round tomatoes, as Central Mexico and Baja approach the conclusion of their growing season. The dimensions and quality of the fruit sourced from these established fields have experienced a notable decline. The growers in Culiacan are currently forecasting a commencement in the final week of December, with anticipated volumes emerging by the second week of January. The volume from Mexico continues to be modest; however, there are indications of progress as several growers in the Sinaloa region have commenced operations. Anticipations indicate that an increased number of grape tomato crops will become available in the forthcoming two weeks, leading to enhanced volumes by the final week of December and the first week of January. The supply of tomatoes on the vine is predominantly located in Mexico. Current production levels remain stable; however, we anticipate a decrease in volume in the coming weeks due to reduced light levels.



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Fruits

Apples

The apple market is anticipated to maintain stability during the month of December. The availability of smaller foodservice sizes is expected to remain constrained across various categories, as the focus on packouts is predominantly centered around larger sizes. This trend is particularly evident in Granny Smith and Fuji apples. Nevertheless, as schools are closed for the holidays, a reduction in demand is expected to contribute to the stabilization of prices.



environment as numerous shippers strive to facilitate the movement of products. Significant loading hubs encompass Central California, Florida, and New Jersey.

Berries—Raspberries

The figures continue to show stability among the majority of shippers. Certain larger shippers are proactively seeking to increase their volume, whereas others are successfully achieving their targets and sustaining a consistent pace.



Bananas

The fruit is consistently producing substantial volumes and is displaying exceptional overall quality.



Berries—Strawberries

The demand is surpassing the available supply at all loading locations, which encompasses California, Baja, Central Mexico, and Florida. Baja has recently commenced the harvesting of limited volumes, while Florida is in the initial stages of its production efforts. Considerable enhancements in supply are anticipated to occur only towards the end of December.



Berries—Blackberries

Significant volumes are currently being received in the United States from Baja and Central Mexico, with the product being systematically distributed to essential distribution hubs located on both the West and East Coasts. The market is anticipated to maintain its stability as we approach the upcoming week.



Citrus—Grapefruit

Desert Rios are currently accessible, featuring peak sizes of 56ct and smaller, and are being shipped from Riverside and the San Joaquin Valley.



Berries—Blueberries

Current peak volumes are being observed from Central Mexico, Peru, and Baja, contributing to a soft market



Citrus—Lemons

The markets exhibit a consistent



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level of stability across the board. District 3 (CA Desert/AZ) is exhibiting strong performance and is expected to maintain this trajectory through February, whereas District 1 (San Joaquin Valley)

Citrus—Limes

The prices of lime exhibit stability, accompanied by a consistent level of demand. The current assessment indicates that fruit is reaching optimal sizes of 110/150, demonstrating enhanced quality attributes. The demand for smaller sizes is currently elevated and is expected to remain constrained in the forthcoming weeks.



Citrus—Oranges

The Navel oranges are exhibiting strong performance, with peak sizes recorded at 138ct, 113ct, and 88ct. Although the market for 138ct is presently experiencing a downturn, it is anticipated that stabilization will occur in the near future. As the season advances, the peak sizing will transition to 113ct and 88ct. Sizes 72ct and larger are expected to continue experiencing tight conditions in the near future. The duration of gas times is approximately 24 hours, and the Brix levels are situated within the 12-13 range, indicating a favorable year for the foodservice industry. Domestic mandarins have commenced their availability.



Grapes

It is anticipated that certain domestic red seedless



grapes will continue to be accessible in California during the week of the 16th, whereas the season for domestic greens, blacks, and red globes has come to an end. Imported reds and greens are making their way to both coasts; however, the volumes are not meeting expectations. Greens are anticipated to encounter conditions where demand surpasses supply until early January, while the spot market for reds is expected to remain constrained. The circumstances are projected to enhance in the latter part of January, with sufficient supplies expected by February.

Melons - Cantaloupe

Alert

Offshore melons are experiencing significant effects, as suppliers are concentrating their efforts on contracted business. The impact of Tropical Storm Sara has led to a decrease in yields, consequently constraining the market due to the limited availability of melons. Triggered pricing will remain in effect until the end of December. Assistance from Honduras and Costa Rica is anticipated to arrive in late December or early next year. The quality continues to be outstanding, exhibiting only minor cosmetic imperfections, whereas the Mexican fruit sourced from Nogales is constrained in terms of size and availability.



Melons - Honeydew

Alert

The current market conditions indicate that honeydew prices are experiencing an upward trend, attributed to a constrained supply chain. The Tropical Storm Sara that occurred



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in November had significant repercussions on agricultural fields and infrastructure, leading to a decrease in yields. It is anticipated that supplementary offshore honeydew supplies will be available by the conclusion of the month; however, they have not yet been dispatched. The volume of Mexican products continues to be quite restricted.

Melons - Watermelon

Current watermelon supplies are notably constrained due to the conclusion of production in Northern Mexico, while Southern Mexico has only recently commenced its harvesting activities. The suppliers located on the East Coast and in Georgia have experienced considerable effects due to Hurricane Milton, resulting in a notable shift in demand towards the West Coast. Offshore watermelons are anticipated to be accessible in January via multiple ports.



Pears

Presently, all significant pear varieties are undergoing the packing process in Washington. This year presents a challenging scenario for pears, as the Washington crop is notably reduced compared to the volumes observed in the previous year. The market exhibits a robust stability and is anticipated to maintain this condition for the duration of the year. Bartlett pears presently offer a more favorable value compared to Anjou pears; however, this benefit is expected to persist only until the conclusion of January when Bartletts are anticipated to be in season.



Pineapple

Suppliers are currently upholding 6-week averages while concentrating on contracted business in anticipation of the contracts for 2025. The supply of Costa Rican pineapples is showing signs of improvement, with an anticipation of enhanced quality following recent rainfall. While larger fruit remains limited in supply, there is an increased availability of Mexican pineapples, which exhibit enhanced quality.



Stone Fruit

During the week of December 16th, it is anticipated that imported peaches and nectarines will make their way to both coasts, featuring light supplies that will predominantly include medium-sized volume fills. The supply of Asian pears is currently robust, and domestic availability is anticipated to continue through January. The domestic kiwi market continues to experience robust shipping volumes, and the overall market conditions remain stable.



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Vegetables

Asparagus



The availability of Mexican supplies continues to be constrained as a result of colder weather conditions, and this situation is anticipated to persist until mid-January, coinciding with the commencement of production in Caborca. Although there has been an enhancement in Peruvian volume, the rise in temperatures has hindered production and led to certain quality concerns. This week, it is anticipated that markets on both coasts will maintain a moderately elevated status.

throughout the holiday season. We anticipate observing certain issues related to greening within this period. Currently, there is a modest supply of light emerging from the Sinaloa region, as several growers have commenced their activities. It has come to our attention that certain individuals may choose to collect fruit during its green stage in the short term to take advantage of the currently high market prices for green bell peppers. This may present a challenge in the transition into this area. Nonetheless, we anticipate observing an increase in consistent volumes from the West Mexico region soon after the holiday period.

Avocados



The markets exhibit stability, characterized by a size distribution that favors smaller fruit, whereas the availability of larger sizes continues to be constrained. The pricing structure indicates a decrease for smaller fruit, while larger sizes command a more robust pricing strategy. As the season advances and harvests transition to elevated terrains, an enhancement in the size curve is anticipated. Robust supplies from Mexico are expected to continue through the end of the year, creating significant opportunities for the promotion of small fruit.

Bell Peppers - Green



This week, the supply of bell peppers in Florida is notably constrained and is expected to continue in this manner for the upcoming 7-10 days. The previous harvests were derived from plantings that endured the storm; however, that source has now been thoroughly exhausted. Regrettably, the cooler weather experienced last week has hindered the initiation of new, undamaged crops, resulting in a challenging situation for bell production in South Florida. During the week of Christmas, we anticipate the initiation of new crop cycles, which will progressively increase to more typical volumes following January 1st. In the Western region, Coachella is projected to continue operations for an additional 5-7 days, after which the responsibility for bell pepper supply will transition to Mexico

Bell Peppers - Color



The production of colored bells in Central Mexico is currently modest and is expected to maintain this trend

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for the Winter season. The transition presents certain challenges at this stage, as the supply is gradually becoming available due to previous weather conditions characterized by extreme heat followed by cooler temperatures. This has resulted in a postponement of the commencement for numerous individuals by a duration of 7 to 10 days. Nevertheless, it is anticipated that an increasing number of growers will commence operations in the upcoming week, thereby providing a significant enhancement to the supply chain. The current sizing tends to be smaller, largely as a result of the previous weather conditions.

Broccoli

This week, there has been a notable enhancement in the supply of broccoli, characterized by an overall high standard of quality. The market is anticipated to maintain stability as we approach the weekend.



Broccolini

The current market situation reflects a scarcity of supply coupled with strong demand and moderate quality. Anticipated enhancements in supplies are projected for the upcoming week, leading to a responsive adjustment in market pricing.



Brussel Sprouts

Demand continues to exhibit resilience, even in light of a minor decline in open market FOBs observed over the preceding week. A market rebound is expected to occur within the forthcoming 1-2 weeks.



Cabbage

Resources Current supplies are limited, accompanied by a rise in market prices. Producers are documenting challenges at the field level and noting fair quality, with products sourced from Oxnard and Yuma.



Carrots

The harvesting process is currently taking place in the Bakersfield region for the Fall season, which is expected to persist until February. The prolonged period of extreme heat, characterized by over 60 days of temperatures exceeding 100 degrees this past summer, has led growers to foresee a constrained Fall season. Allocations might be required due to the anticipated smaller sizing.



Cauliflower

The initiation of cauliflower production in Yuma is currently progressing at a notably sluggish pace. The overall quality can be characterized as moderate, with observations indicating the presence of some mildew and minor discoloration. The availability of supplies is currently very restricted and is anticipated to continue being constrained into the following week.

Alert



Celery

The decline in demand has resulted in a more subdued market environment. The commencement of production in Yuma is projected to occur approximately during the Christmas period, whereas



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harvesting activities persist in Oxnard and Santa Maria. The overall quality continues to be satisfactory; however, there has been a noticeable constriction in the availability of larger sizes. All value-added products for this commodity are currently excluded from escalation.

Cilantro

The supply situation is showing signs of improvement, characterized by a satisfactory level of quality. The demand has seen a notable increase, accompanied by supplies being dispatched from Oxnard and Yuma. Anticipated constrained availability in the upcoming weeks alongside a more favorable market condition.



Cucumber

During this season, it is typical for Florida to experience a limited availability of cucumbers, primarily sourced from the southern region of the state. As we progress deeper into the Winter season, we can anticipate Florida volumes remaining at minimal levels, thereby creating an opportunity for the influx of Honduran imports. We are beginning to observe initial light shipments of the Honduran fruit, although substantial quantities are not expected to arrive until January. Mexico presents a robust dataset regarding fruit production, predominantly sourced from Sinaloa and Central Mexico, with additional contributions from Baja and Sonora. The production process is currently undergoing a transition from Sonora to Sinaloa, and we can anticipate an increase in volume over the coming weeks as additional growers in Sinaloa begin their



operations. The quality of new crops remains robust; however, the fruit quality from older plantings is starting to decline.

English Cucumbers

This week, the volumes of English cucumbers from Mexico are characterized as low to moderate. The supply has experienced a decline from previous levels, as certain growers have opted to pick and subsequently discard their produce in response to the recent low market prices. Canada is currently engaged in its Winter production under artificial lighting, which typically remains localized due to factors such as pricing and transportation limitations.



Eggplant

Although the supply from the East remains constrained, we anticipate a rise in availability in the forthcoming weeks. In the meantime, Coachella is upholding robust production standards accompanied by superior yields. Furthermore, the volume of eggplant originating from Sinaloa is experiencing an increase as it passes through Nogales, with expectations for seasonal supplies to escalate by early December.



Garlic

The quality of garlic is deemed to be exceptional, and it is anticipated that supplies will continue to be robust in the forthcoming weeks.



Green Beans

The recent increase in the num-



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ber of growers entering the market has led to an enhancement in the availability of green beans in the Eastern region. Beans are present in the Lake area, as well as in South Florida, where a new crop has emerged in Immokalee. The initial yields have commenced positively, and the quality of the product remains robust. In the Western region, there exists a moderate to ample availability of supply. The volume is increasing as new crops become available in Sinaloa. The quality of the crops is currently on an upward trajectory as an increasing number of new varieties are introduced. However, there remain certain beans in circulation that do not meet the expected quality standards.

Green Onions

The availability and quality of green onions continue to be robust, with market conditions anticipated to remain stable throughout the weekend.



Kale

Kale consistently demonstrates superior quality, with each variety exhibiting robust sizing and texture. At present, there have been no reported issues. Nonetheless, this situation may be subject to alteration in light of the anticipated cold mornings in Yuma this week.



Lettuce—Iceberg

Current supplies in Yuma are notably elevated, a trend attributed to the recent warm weather that has contributed to heightened production levels. A multitude of suppli-



ers are providing flexibility regarding volume orders, presenting an opportune moment for promotion. The quality has been satisfactory, with weights consistently averaging between 40 and 44 pounds across various suppliers. All value-added items pertaining to this commodity are excluded from escalation.

Lettuce—Leaf

Romaine, green, and red leaf will exhibit robust availability throughout the week in Yuma. All escalations concerning value-added products for leaf items have been eliminated. The quality is consistently maintained, exhibiting uniformity in both sizing and weights. The production of romaine hearts is currently at a moderate level; however, numerous suppliers are providing flexibility, presenting a favorable opportunity for promotion.



Lettuce—Tender Leaf

As the colder weather sets in within the Yuma growing region, it is anticipated that quality defects will arise in the forthcoming weeks. Discoloration, compromised texture, and blistering can impact delicate leaf products. It is anticipated that the availability of supplies will become increasingly constrained in the forthcoming weeks.



Mini Sweet Peppers

With the initiation of additional growers in the Sinaloa region, the availability of mini sweet peppers is gradually enhancing. Volumes are expected to increase progressively leading up to the beginning of



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the year, at which point availability is anticipated to align closely with seasonal norms. The quality of the new crops has been quite satisfactory thus far.

Mushrooms

With the conclusion of the holiday demand period, there is a notable increase in supplies, and it is anticipated that promotable volumes will be accessible in January.



Onions

The quality of storage continues to be exceptional, with sizing increasingly leaning towards larger formats. The robust demand for exports is contributing to an increase in prices, and the availability of whites is notably constrained. The markets exhibit a robust stability and are anticipated to maintain this condition until the forthcoming holiday period. Anticipated reductions in supplies for ID/OR are noted, whereas suppliers in WA are showing signs of improvement.



notable presence of moderate to good volumes across various chili varieties. Sinaloa currently exhibits the highest production volume of jalapenos and tomatillos; however, it is anticipated that there will be an increase in the cultivation of other varieties in the forthcoming weeks. Central Mexico is offering moderate quantities of all. Among the two regions, the sole items that fit closely are habaneros, Anaheims, and occasionally, poblanos. In general, the quality has been satisfactory.

Potatoes

The ID market demonstrates stability, characterized by robust availability and high quality as we near the holiday season. Adverse weather conditions in the Pacific Northwest are constraining the availability of trucks, with a projected decrease anticipated as the year concludes. It is advisable to allow for additional lead time when placing orders. Shippers are sourcing from storage for smaller potatoes, while sweet potato yields in North Carolina have decreased compared to the previous year.



Peppers/Chilis

The production of Eastern chili peppers is confined to a modest yield in Plant City and a restricted area in South Florida. Each variety is accessible to a certain extent; however, the production levels are variable, resulting in inconsistent availability. The availability of cubanelles and poblanos is notably limited during this period. In the region spanning Sinaloa to Central Mexico, there exists a



Squash-Yellow & Zucchini

This week, Florida is experiencing a sufficient supply of yellow and zucchini squash, thanks to the production in Homestead, Immokalee, Plant City, and several other regions. The quality is generally satisfactory; however, it may fluctuate depending on the grower and the specific region. In the Western region, there exists a range of moderate to substantial volumes, with the



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Obregon area exhibiting the most robust figures. The quality has been satisfactory, and the fruit is being transported effectively.

Hard Squash

While some local storage crops remain, the production of hard squash for the Eastern season has concluded. The initiation of imports from Honduras is anticipated to commence in February, leading to



a temporary shift in demand towards Mexico during this interim period. Mexico possesses ample supplies of all varieties sourced from both Sonora and Sinaloa. The overall quality of acorn and butternut has been consistently high. Variations in the quality of spaghetti have been observed among different growers, with some producing exceptionally nice fruit while others exhibit scarring and a lighter coloration.

Organics

Mini Cucumbers

This week, there is a satisfactory availability of organic mini cucumbers being harvested from Sinaloa. It is anticipated that this trend will persist for a minimum duration of the forthcoming two weeks. The quality is generally satisfactory.



Bell Peppers—Green

Sinaloa is engaged in organic bell production; however, the supply remains somewhat limited. Nonetheless, a comprehensive range of sizing options is accessible, and the quality has significantly enhanced to satisfactory levels across the majority of farms.



Bell Peppers—Color

Currently, Central Mexico remains the sole region with access to organic red, yellow, and orange bell peppers. As the season approaches its conclusion, the sizing predominantly consists of large and medium fruit, with the product exhibiting some signs of shriveling and a reduced shelf life. Improved sizing, quality, and volumes are anticipated as Sinaloa is scheduled to commence operations around January 1st.



Squash

This week, there is a robust availability of organic yellow and zucchini squashes. The Sonoran production is expected to continue for an additional 2-3 weeks; however, the majority of the supply is currently being sourced from Sinaloa growers. The quality of the fruit varies significantly among different farms, with some producing excellent specimens while others exhibit issues such as scarring and scuffing on both color varieties.



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Flowers—Every Day Program

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



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Fort Worth, TX 76155
Tel. 817-608-0010



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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

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