

# Fresh News



## Market Alert

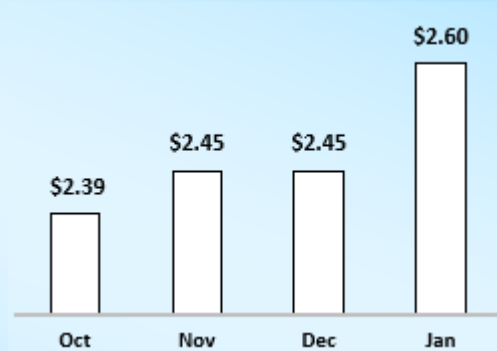
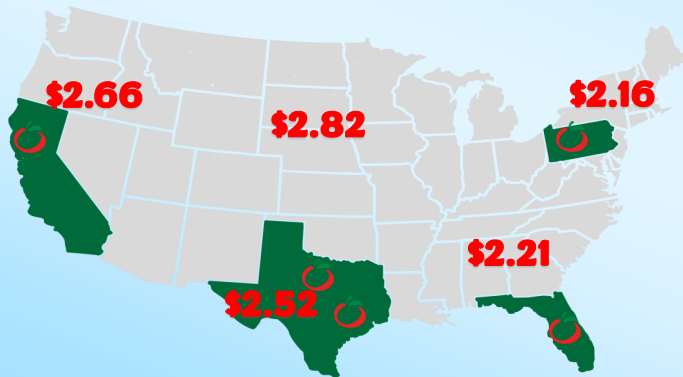
- ◆ Avocados
- ◆ Grapes
- ◆ Cantaloupe
- ◆ Honeydew
- ◆ Tomatoes



For over 40 years, DiMare Fresh has been the largest independent foodservice distributor in Texas.

## National Reefer Rate per Mile (Last Week per DAT)

## Trend



## Weather Alerts

Location	Current	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday							
<b>YUMA WEATHER</b> 64°F clear sky	Sunny	64°F	46°F	63°F	39°F	66°F	36°F	70°F	43°F	72°F	46°F	70°F	45°F	64°F	45°F
<b>BAJA CALIFORNIA WEATHER</b> 50°F clear sky	Sunny	50°F	32°F	46°F	30°F	50°F	34°F	55°F	39°F	57°F	37°F	52°F	39°F	52°F	36°F
<b>CULIACÁN WEATHER</b> 75°F clear sky	Sunny	75°F	52°F	82°F	54°F	86°F	55°F	86°F	59°F	91°F	63°F	88°F	64°F	84°F	57°F
<b>HOMESTEAD WEATHER</b> 75°F clear sky	Sunny	75°F	59°F	79°F	63°F	81°F	64°F	77°F	68°F	68°F	63°F	73°F	57°F	77°F	64°F
<b>YAKIMA WEATHER</b> 41°F clear sky	Sunny	41°F	30°F	39°F	30°F	41°F	32°F	41°F	32°F	46°F	34°F	41°F	32°F	37°F	30°F

# Tomatoes

*Alert*



## East Coast

Roma volumes have finally stabilized to more typical levels for this time of year, following a period of limited production due to hurricane impacts in the past few months. The production of growers in the Ruskin/Palmetto area and south Florida is being actively increased. Over the next 7-10 days, we anticipate that the northern Romas will begin to wound down. The size range is extensive, with a preponderance of jumbo-to-large sizes, as well as crown and later selections. Although there were some quality issues related to fog and rain last week, conditions have since improved, and the overall quality is now quite pleasant. Nevertheless, a period of mild weather could temporarily impede harvests and decrease the supply in the short term. In Florida, the production of round tomatoes is relatively consistent and is approaching normal levels. cultivators have initiated production, and additional cultivators are expected to follow in the upcoming week. Consequently, we should observe a general increase in availability. Nevertheless, the weather is a determining factor, as production will be impeded if the temperature drops. Grape tomatoes are accessible in Florida. Supply should remain sufficient to satisfy demand, despite the potential for production to decrease over the next week or so as a result of the cold weather. Although there were some quality concerns last week as a result of the weather and fog, this week's harvests have effectively resolved the issue.

## Mexico

This season, the Roma tomato crops in Sinaloa are commencing at a slower pace than usual, despite the fact that some farmers are producing moderate quantities. It is anticipated that supplies will continue to increase over the next 7-10 days and will continue to accumulate through January. Additionally, the seasons in Baja and Eastern Mexico are concluding, resulting in diminished supplies. The quality of the fruit produced in these regions is inconsistent, with recent fields producing higher-quality fruit than older growing areas. Sinaloa has been somewhat sluggish in establishing itself as a result of the mild weather, while Central Mexico and Baja are concluding the season with limited volumes. Consequently, round tomato numbers remain relatively low. As January progresses and additional commodities are harvested, it is anticipated that volumes will increase. The quality of new crop produce is said to be satisfactory, but there are some reservations regarding items from older fields or growing areas. The production of grape tomatoes in Culiacan has commenced, and the volume is expected to increase in the coming weeks. Additionally, light concentrations are accessible in Baja and Central Mexico. The supply of Tomato on the Vine is relatively low, as is customary during this season, when daylight hours and light levels are at their lowest. It is anticipated that the supply will progressively improve, reaching more robust levels by mid-February.



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# Fruits

## Apples

Anticipations indicate that the supply of apples from Washington will experience an uptick this month, as packing facilities resume their standard operating schedules following the conclusion of the holiday season. The markets are expected to maintain stability, exhibiting robust availability across all varieties, with the exception of Honeycrisp. The volumes of Honeycrisp apples are markedly reduced compared to the previous year, and retail bag initiatives have driven prices up to levels not seen in the past.



perceiving a decline, whereas the arrival of Chilean fruit at the ports is just commencing, thereby contributing to the mitigation of the existing gap. The production levels in Central Mexico are currently stable to somewhat minimal. The availability is anticipated to maintain a steady state during the month of January.

## Bananas

The market remains stable, characterized by robust supply and high-quality offerings. The current status of supply chains indicates a seamless operation, with no anticipated disruptions projected for the upcoming week.



## Berries—Raspberries

Mexico and Baja persist in crossing into the U.S. at moderate to steady levels.



## Berries—Strawberries

Florida is currently undergoing a cold snap, with nighttime temperatures plummeting to as low as 32 degrees. This significant drop in temperature is hindering berry growth and consequently restricting availability in the region. The heightened demand has resulted in a reallocation of supply from Texas and California. Regions experiencing significant growth encompass Florida, Central Mexico, Oxnard, CA, and Baja, MX. As the academic year commences, there has been an increase in demand. Although market conditions are showing slight improvement, a greater volume of activity is anticipated as we approach the weekend.



## Berries—Blackberries

Blackberries continue to be readily available from Central Mexico and Baja; however, there have been reports of some delays in transfer to the West Coast. Shippers anticipate a significant increase in production leading up to the conclusion of January.



## Berries—Blueberries

The volume of Peruvian fruit is ex-



## Citrus—Grapefruit

Star Rubies are currently accessible, with a notable concentration in sizes of



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56 carats and smaller, and are being distributed from Riverside and the San Joaquin Valley.

### *Citrus - Lemons*

The markets exhibit stability across all sectors. District 3 (CA Desert/AZ) is demonstrating strong performance and is expected to maintain this trajectory through February. District 1 (San Joaquin Valley) has initiated operations with relatively lower volumes; however, an increase is anticipated in the forthcoming weeks.



### *Citrus - Limes*

The escalation of prices is observed as agricultural products approach the conclusion of their growth cycle. The fruit is presently reaching its peak in the 110/150 count sizes; however, as we transition into the new crop cycle in February, a shift toward smaller sizes is anticipated. Offshore fruit is additionally accessible, which will aid in enhancing the overall supply.



### *Citrus - Oranges*

Navels are exhibiting strong performance, with optimal sizes observed in the 138ct, 113ct, and 88ct categories. Although the availability of 138ct supplies is presently limited, it is anticipated that stabilization will occur in the near future. As the season advances, it is anticipated that peak sizing will transition towards the 113ct and 88ct dimensions. Sizes 72ct and larger are expected to continue experiencing tightness in the near future. The duration of gas times



is approximately 24 hours, if they occur at all, while Brix levels are situated within the 12-13 range, indicating a robust year for the food-service sector. The cultivation of domestic mandarins has commenced as well.

### *Grapes*

The supply of imported green grapes continues to be limited, with a greater volume reaching the East Coast compared to the West. However, this influx is insufficient to alleviate the current market conditions. It is anticipated that the supply situation will enhance towards the end of next week; however, price levels are projected to remain stable. The season for domestic red seedless grapes in California is approaching its conclusion, with shippers expected to complete their operations within the next 7 to 10 days. Imported reds are currently arriving in volumes that are lighter than anticipated; however, an improvement is expected by mid-January, with sufficient supplies projected for February.



*Alert*

### *Melons - Cantaloupe*

The supply of offshore melons continues to be constrained, attributed to diminished yields in Guatemala, logistical delays at ports, and the impact of Tropical Storm Sara. The quality of the product may be adversely affected by extended transit durations. Triggered pricing is set to persist throughout the week of February 3, 2025 (Week 6). The availability of cantaloupes from Honduras, Costa Rica, and Mexico in



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Nogales is restricted.

## *Melons - Honeydew*

The prices of honeydew continue to be high as a result of constrained supplies. Tropical Storm Sara, occurring in November, had significant repercussions on agricultural fields and infrastructure, leading to a decline in shipment yields. It is expected that supplementary offshore honeydew supplies will be available by the conclusion of the month; however, they have not yet been dispatched. In response to the existing shortage, suppliers are providing seedless watermelons as an alternative option. The volume of Mexican honeydew is notably restricted, with production predominantly concentrated on larger sizes.



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## *Melons - Watermelon*

The availability of watermelon is steadily rising, leading to a more lenient market condition on the West Coast. The demand following the holiday period continues to be subdued.



## *Pears*

The volume of Bartlett pears is expected to decrease this month, which will create upward pressure on the Anjou market and result in a gradual increase in prices. The upcoming year is expected to present challenges for pear availability, given that the crop yield in Washington has notably decreased compared to the previous year's



figures. The market demonstrates resilience and is anticipated to sustain this stability for the duration of the year. Although Bartletts currently offer a superior value compared to Anjou, this situation is anticipated to persist only until the conclusion of January, at which point Bartletts are projected to conclude their season.

## *Pineapple*

Suppliers are in the process of finalizing new contracts for 2025; however, a persistent industry-wide shortage of pineapples continues to be a significant concern. This trend is anticipated to persist as a result of adverse weather patterns in tropical regions and diminished yields when compared year-over-year. The current market availability is constrained, compounded by the looming possibility of a port strike that could adversely affect supply chains. Suppliers are sustaining six-week averages, emphasizing the importance of contracted business. Although the availability of larger fruit remains limited, Mexican pineapples are increasingly accessible, exhibiting enhanced quality as suppliers make preparations for contracts in 2025.



## *Stone Fruit*

Imported peaches and nectarines have begun to arrive on both coasts, featuring limited supply predominantly comprising medium-sized quantities. Domestic Asian pears are practically depleted, with just a limited quantity of smaller sizes surviving.



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# Vegetables

## *Asparagus*



Mexican asparagus volumes remain low due to cold temperatures, though warmer conditions are expected by the end of this week. Production in Caborca is anticipated to improve the week of January 27th. Meanwhile, Peruvian volumes continue to decline, driven by quality concerns linked to warmer temperatures.

pected to bring warmer weather, which is likely to contribute to an increase in new crop volume. Currently, the availability of reds is at its peak, with yellows following closely behind; however, the supply of oranges remains quite restricted. In general, the quality is satisfactory; however, we have observed some greening attributed to the cooler temperatures.

## *Avocados*



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The current state of markets is characterized by elevated levels across all sizes. The absence of harvest over the previous fortnight, attributed to the holiday period, has notably influenced the availability of supply. The product is experiencing significant demand, leading to allocations being implemented throughout the industry. Although Mexico has recommenced its regular harvesting activities this week, it is anticipated that the supply pipeline will require an additional week or so to achieve stabilization.

## *Bell Peppers - Green*



This week, the supply of bell peppers in South Florida is characterized by moderate levels, with a full range of sizes and grades accessible. The quality has been assessed as average, attributed to the recent occurrences of fog and rain which have led to some instances of stem decay. Nonetheless, it appears that the situation is improving as we progress beyond the recent weather events. Despite a temporary slowdown in production due to a brief period of cooler weather, we expect a consistent supply in the upcoming weeks. Mexico is currently operating at full production capacity, offering moderate to good daily volumes. The quality remains robust, and there are favorable sizing options available.

## *Bell Peppers - Color*



The emergence of new crops in West Mexico has been gradual, while the majority of households in Central Mexico are approaching the concluding phases of the season. This situation has resulted in a limited supply of red, yellow, and orange bell peppers. Next week is ex-

## *Broccoli*



This week, the supply of broccoli remains robust, as teams effectively handle minor fluctuations in green coloration and exhibit minimal mechanical damage. It is antici-

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pated that the availability of supplies will persist into the following week as well.

### *Broccolini*

The enhancement of supply is evident, characterized by a reduction in demand alongside an increase in quality. Enhanced supplies are anticipated in the upcoming week, accompanied by market pricing adjustments.



### *Brussel Sprouts*

continues to be robust, bolstered by ample supplies. The expectation is that quality will maintain its consistency and continue to be elevated as we approach the weekend.



### *Cabbage*

Oxnard and Yuma have demonstrated enhancements in supply, quality, and yield, although Yuma has encountered a delay. It is anticipated that supply will maintain a steady state over the forthcoming weeks.



### *Carrots*

The harvesting process is currently ongoing in the Bakersfield region for the Fall season, which is expected to continue until February. In light of the 60 days of temperatures exceeding 100 degrees this past summer, growers are preparing for a potentially constrained Fall season. Allocations could potentially be executed in the future, given that the sizing is anticipated to be relatively modest.



### *Cauliflower*

Current supplies of cauliflower are robust from Santa Maria, Mexico, and Yuma, with market conditions anticipated to remain stable into the following week. Suppliers are observing a reliable consistency in sizing and color, accompanied by an exceptional level of overall quality.



### *Celery*

The market exhibits stability among the majority of suppliers, with larger sizes demonstrating the least availability. Nonetheless, every order is being completed in its entirety. The production levels in Yuma are experiencing a consistent upward trajectory on a daily basis. The value-added items continue to experience an upward trend, and the overall quality remains robust, with only a few minor reports of seed-er issues.



### *Cilantro*

The supplies are within the allocated budget and maintain a high standard of quality. The demand has seen a notable increase, while supplies are being dispatched from Oxnard and Yuma. The anticipated supply constraints over the forthcoming weeks are likely to result in heightened market pricing.



### *Cucumber*

The supply of cucumbers from Nogales is currently moderate, characterized by satisfactory availability and quality. In Florida, there is a scarcity of sup-



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plies attributed to an impending period of cold weather that is expected to hinder production activities. A limited quantity of off-shore fruit is being received from Honduras; however, the quality varies significantly. It is anticipated that markets will experience a moderate increase in the coming weeks.

### *English Cucumbers*



This week, there is a sufficient supply of hothouse cucumbers, predominantly sourced from the West Mexico region. The current state of Canada's Winter production is experiencing a period of stagnation, which is likely to redirect some of the demand from the northern regions towards Mexico. This shift may result in a slight tightening of supply in the upcoming weeks.

### *Eggplant*



The supply from both Florida and Nogales is robust, with the quality consistently remaining high. Anticipate stable market conditions in the upcoming weeks, accompanied by a notable volume of promotional opportunities.

### *Garlic*



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

### *Green Onions*



This week, the supply of green onions is robust, exhibiting overall good quality. Nevertheless, the presence of strong winds

in Mexico could potentially lead to a reduction in the duration of harvest periods. The market is anticipated to maintain a largely stable condition as we approach the weekend.

### *Kale*



The availability of kale is anticipated to be plentiful this week, with high quality expected to persist into the following week.

### *Lettuce—Iceberg*



Robust supplies of this commodity are anticipated for the week ahead, propelled by favorable weather conditions in the Yuma region, which have significantly enhanced production levels. Shippers exhibit a high level of competitiveness, presenting appealing offers for bulk orders. The expected quality is projected to exceed the average, with weights varying between 39 and 44 pounds.

### *Lettuce—Leaf*



Romaine, green leaf, and red leaf lettuce are projected to maintain robust supplies throughout the week, whereas butter lettuce is anticipated to experience constraints. The production of romaine hearts is anticipated to be strong. There have been reports of slight fringe and tip burn on leaf items; however, these occurrences are minimal.

### *Lettuce—Tender Leaf*



This week, there is an abundant supply of tender leaf items, all of which are of

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exceptional quality. The market and supplies are anticipated to maintain stability as we move into the upcoming week.

### *Mushrooms*

The availability of products is showing signs of enhancement as the demand associated with the holiday season starts to diminish.



### *Onions*

The demand following the holiday period is robust, accompanied by high-quality storage crops. The overall supply of red and yellow onions is satisfactory; however, there is a notable limitation in the availability of medium-sized red onions in Washington, Idaho, and Oregon. The market is presently experiencing a peak in jumbo red and yellow onions.



### *Potatoes*

The potato market has exhibited stability following the holiday period, with prices maintaining consistency throughout the festive season. Nonetheless, it is anticipated that prices will stabilize for the duration of the season. The availability of trucks is likely to remain a significant challenge as a result of the severe storms impacting logistics operations. February is designated as the month to celebrate the appreciation of Idaho potatoes.



### *Squash-Yellow & Zucchini*



The overall supply from Florida and Nogales remains robust; however, a considerable quantity of older products continues to be sourced from the northern growing region of Sonora. Recent agricultural developments in Sinaloa have emerged, presenting enhanced quality in crop production. Upon the completion of the older crops, it is anticipated that the supply will experience a contraction. Furthermore, the occurrence of cold weather in Florida is anticipated to impede production, resulting in elevated prices.



**Your Texas *foodservice solution.***

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## Flowers—Every Day Program

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



## DiMare Fresh Locations



**Dallas/Fort Worth**  
4629 Diplomacy Rd  
Fort Worth, TX 76155  
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**Houston**  
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Houston, TX 77051  
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**Sacramento**  
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**Scranton**  
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**Tampa**  
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