

VITCO FOODS

March 8, 2024



Market Alerts

Continued

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Apples – The market on small Granny Smiths are lower. Great deals on 113s in particular. Small Honey Crisp market is still going strong however, Gala's are slightly lower. Overall, all other varieties are steady.

Asparagus – Supplies are much better on Asparagus. Markets on all sizes are starting to adjust downward. Look for supplies to continue to improve going into next week.

Avocados – Supplies remain tight as MX fruit begins to come in; pipeline is still dry as fruit is hand to mouth once it arrives into the U.S. Markets are expected to remain high until pipeline fills up.

Bell Peppers – FL quality remains high and overall volumes lower than normal resulting in higher prices in Florida. Less Mexican pepper crossings resulting in higher prices in Nogales and TX. Prices are firming up as a result. FL prices are spiking on XL, XX and jumbo. Mexico pepper is coming from shade houses. Cooler nights in Mexico continue, causing a slow down in production. Expect prices to remain high for the foreseeable future.

Berries (Blackberries) – The blackberry market is steady with good numbers crossing into the U.S. through Texas from central Mexico.

Berries (Blueberries) – There are multiple countries of origin coming to the U.S. Mexican product is coming through McAllen Texas while product from Chile and Peru are offloading containers in West and East coast Ports of entry. The market remains flat.

Berries (Raspberries) – The raspberry market is steady with good numbers crossing into the U.S. through Texas from central Mexico.

Berries (Strawberries) – West Coast production is coming on with demand expected to increase due to the end of the Florida season looming. Mexican production will be on a steady decline moving forward.

Broccoli – Broccoli supplies continue to be very good coming out of Yuma and Santa Maria. Supplies out of Mexico have started to improve. Look for this market to stay steady going into the weekend.

Brussels Sprouts – Brussels Sprout supplies and quality are very good. Look for this market to continue to be aggressive going into next week.

Carrots – Production on baby carrot packstyles is still lagging behind demand. Jumbo and cello carrots are still in light supplies due to smaller sizing being harvested in current fields. Mexican jumbo carrots are a viable option for coverage coming through Texas.

Cauliflower – Cauliflower supplies continue to be limited. The cooler weather has slowed growth in the Yuma area. Look for this market to continue to stay on the higher side going into the weekend.

Celery – Supplies are getting very tight in Yuma with this commodity. This market is active. The Southern California region continues to have the best availability of this commodity, but expect limited supplies over the next two weeks minimum. Escalated pricing on value-added products will likely occur early next week. Thirty-six count sizing is the tightest in availability currently.

Citrus (Lemons) – Supplies are steady out of the Central Valley. Ventura County and Yuma will continue to trickle in.

Citrus (Limes) – The market is slightly higher and supplies are extremely limited. Size is shifting from large to small, as large becomes more scarce. 110-175ct will tighten and other small sizes 230-250ct are more available. The market will remain volatile heading into April.

Citrus (Oranges) - Supplies remain very limited on 113's and 138's this week and are expected to remain tight through the rest of the navel season. We may need to sub sizes around or move orders a day to help fill in full. Markets will remain firm due to the limited availability. We highly encourage sending orders in advance to help secure orders.

Cucumbers – Honduran imports are finishing up. Supplies are very light as only a few growers have started spring crops. In the coming weeks, expect supplies to gradually ramp up out of FL. The demand has shifted to Mexico and has pushed prices higher. Expect limited supplies over the next 2 weeks. Overall, the quality is good.

Eggplant – Minimal supplies out of Florida persist. Some quality issues from the season's weather. Better volume is expected once the spring crop begins in early April. Mexican eggplant supplies are good. The volume will subside by late April. The crop will then transition north to the California desert by May.

Garlic – California supplies remain tight. Imports from China will help offset in a minor way. Pricing is higher and quality is good.

Grapes (Green) – The market is lower on adequate supplies. Green grapes are still tighter than Red grapes. The West coast is still tighter than the East.

Grapes (Red) – Red grapes are looking for business. Its market is much lower, especially on the East coast. Green grapes are still tighter than Red grapes. The West coast is still tighter than the East.

Green Onions – Green Onion supplies continue to improve. Look for this market to continue to adjust downward going into next week.

Kale – Steady supplies are keeping this market level. Watch this market closely with this past rain storm.

Lettuce (Iceberg) – The demand exceeds supplies with this commodity. Escalated pricing is in effect on all value-added lettuce items. Lightweights and small heads are common issues. This is industry-wide and will likely continue throughout this week as well as next week. Yuma production has been altered due to cold temperatures and gusty winds in the growing regions. The Huron production is expected to begin the last week in March.

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Lettuce Leaf – Romaine as well as butter, and green and red leaf are all items that are tightening up in the desert. Escalated pricing is in effect on all value-added romaine items. All other leaf items will likely be escalated next week. Tip and fringe burn as well as blister and peel continues to be reported with all shippers. Some production in Salinas on leaf items is expected approximately the third week in March, Yuma will have light production for the next two weeks minimum. Lower yields due to adverse weather conditions are a direct cause of the shortage of products.

Lettuce Tender Leaf – The quality continues to battle light mechanical damage from the rain and cooler weather, but overall fair to good quality with texture and size within specification. Look for this market to stay steady.

Melons (Cantaloupe) – The market mostly steady. Good overall volume and quality. Small sizes are very tight. Better supplies on the east coast than the west.

Melons (Honeydew) – The market is steady on fair supplies. Inventories are much better on the East Coast than on the West. Smaller sizes are tight. Some range in quality.

Melons (Watermelon) – Market steady on light supplies. Some shippers reporting short supply gaps.

Mushrooms – Availability is improving, however, prices remain elevated.

Onions – The remaining Northwest supplies are demanding a premium. New crop Texas onions are available. California will start shipping in mid-April.

Pears – The market is steady. The crop is light on our favored sizes and grade. Expect this market to perk up.

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Pineapples – Lower volume continues on the pineapple front. Fruit quality is good right now with no issues forecasted for the near future.

Potatoes – Carton market is firming up. The quality remains nice. Less #2s available.

Squash – Florida zuke prices are up sharply this week due to lower than normal harvest in FL and fewer crossings in Nogales and Texas. Quality is good and demand exceeds supply. We expect this trend to last until Mexico transitions to a new region sometime in the next week or two. Mexican quality has been fair to good.

Stone Fruit – Moderate amounts of imported peaches and nectarines on both coasts. Small amounts of plums on the west coast but starting quality is iffy. The kiwi market has leveled off and is steady at elevated prices. Some imported kiwi landed on the east coast.

Tomatoes – Overall markets remain steady at lower levels due to moderate to light demand. In Florida, we expect round supplies to lighten next week due to bloom drop from January freeze. Expect less production in FL and prices to rise a bit. By end of March, we should be past this and into more normal levels. In Mexico production continues at steady levels this week. By next week supplies will lighten up as crops transition between fields. Expect prices to firm up next week.

Weather

California – Onshore winds cool daytime highs today to the low 60s to low 70s. By Thursday afternoon, winds turn back offshore for a quick moderate Santa Ana with gusts up to 35 mph. This weekend expect warmer temps.

Mexico – Seasonal temps and dry conditions through Friday but a cold front over the weekend could provide some late-season frost to Central Mexico. Wind gusts of 25-35 mph are possible through Friday.

Florida – The tail end of a frontal boundary crosses over the panhandle and north Florida, with 3 to 4 inches of rain through Saturday, with gusty winds from the southwest near 20 mph. High temps range from the upper 70s to the upper 80s. Overnight lows will be close to 60 degrees, climbing to the low to mid-70s for the weekend.

Arizona – Temps near seasonal averages today cooling to the mid 60s to low 70s due to a passing low-pressure system that will bring a slight chance for rain Thursday in the higher terrain.



A Peek at Peak Seasons

Blueberries

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national average on diesel fuel continues to rise and is currently at 4.849 per gallon.

Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is lower	 CITRUS (LIMES)	Quality is good, pricing is higher	 MELON (HONEYDEW)	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is steady
 BELL PEPPERS	Quality is good, pricing is higher	 CUCUMBERS	Quality is good, pricing is higher	 MUSHROOM	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is good, pricing is steady	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is fair, pricing is higher
 BERRIES (BLUEBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is steady
 BERRIES (RASPBERRIES)	Quality is fair, pricing is steady	 GRAPES (GREEN)	Quality is good, pricing is lower	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is lower	 GRAPES (RED)	Quality is good, pricing is lower	 POTATOES	Quality is good, pricing is lower
 BROCCOLI	Quality is fair, pricing is steady	 GREEN ONIONS	Quality is fair, pricing is lower	 SQUASH	Quality is good, pricing is higher
 BRUSSELS SPROUTS	Quality is fair, pricing is lower	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is fair, pricing is lower
 CARROTS	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is fair, pricing is higher	 TOMATOES	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is higher	 LETTUCE LEAF	Quality is fair, pricing is higher		
 CELERY	Quality is good, pricing is higher	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		