

Vitco Foods

March 15, 2024



Market Alerts

Apples – Small grannies and Fujis will remain scarce until the new harvest in September. Granny's are slightly tighter this week compared to last week. Apple inventories continue to be low. Overall, supplies are limited and prices remain elevated.

Asparagus –Supply is increasing in the west with Mexico's largest asparagus-growing region now in production and prices are expected to drop in the days to come.

Avocados –Good supplies of big fruit coming into the Super Bowl pull; highly promotable. There are lighter supplies on small fruit. Overall, the quality is good and the pricing is steady.

Bell Peppers – The overall market is steady with a steady supply of greens and slightly more availability on field packs reds out of Mexico. Cold night temperatures have slowed production, but temperatures should start to increase as we get into February.

Berries (Blackberries) –Expect this commodity to be steady but with lighter numbers for the next several weeks. Overall, the quality is good and the pricing is higher.

Berries (Blueberries) –We continue to see a steady market with this commodity with fruit coming from both Central Mexico and Chile. Overall, the quality is good and the pricing is higher.

Berries (Raspberries) –Declining numbers in Central Mexico are causing prices to increase and limited supplies.

Berries (Strawberries) –We continue to see the market in a demand exceeds supply situation going into the Valentine's Day pull period. Overall, the quality is good and the pricing is higher.

Broccoli –Supplies continue to be good in Santa Maria and Yuma. Overall, the quality continues to be above average. Crown production is anticipated to be better than most suppliers.

Brussels Sprouts –There is good availability and pricing is competitive in the industry. Expect steady production with this commodity throughout the week. Good quality is being reported.

Continued

Carrots – Carrot supplies are tightening up due to the rain. Markets are up as well. Organic rainbow and conventional jumbo carrots are in a better spot as well.

Cauliflower –Cauliflower supplies continue to be abundant in Yuma and Santa Maria. With the rain no longer an issue, look for production to continue to be good with multiple shippers.

Celery –Better supplies continue this week out of Oxnard, Santa Maria, and Yuma. Demand has softened. Supplies are moderate with good overall quality from most shippers. All sizes are available. Production in Florida is sufficient to cover east coast demand. Escalated pricing continues on value-added products on the west coast.

Citrus (Lemons) –California Desert/Arizona Region and San Joaquin Region are the main growing regions for this commodity. Overall, the quality is good and the pricing is steady.

Citrus (Limes)–Lighter demand is causing the markets to be lower. Quality is improving as the new crop comes in. Expect active markets as we head into February due to reduced yields out of Veracruz.

Citrus (Oranges) - Now that the rain has passed, expect the markets to level off. Overall, the quality is good and the pricing is steady.

Cucumbers –Supplies remain limited. Honduran imports are in full swing but shippers are reporting much less acreage this season. Mexico is still dealing with cold night temperatures which is slowing production. More temperate weather is expected in February. Quality is good with limited large sizes.

Eggplant –Supplies remain adequate on both coasts. Should see better supplies once the weather improves out of Mexico. Overall, the quality is good and the pricing is steady.

Garlic - Steady California production is expected throughout the week. Good quality has been reported.

Continued

Grapes (Green) –Imports are in light but adequate supply on both coasts. The market is firm and the quality is excellent.

Grapes (Red) –Imports are light but adequate supply on both coasts. The market is firm and the quality is excellent.

Green Onions –Supplies and quality are starting to improve in the Mexico region. Look for this market to slowly adjust downward going into the weekend. Overall, the quality is good and the pricing is lower.

Kale –This market continues to be steady. Moderate to good availability is expected throughout the week. Shippers are competitive and listening to offers. Overall, the quality is good and the pricing is steady.

Lettuce (Iceberg) –Supplies continue to be strong out of Yuma. Demand is steady at best as schools open up again. The quality is good, with weights ranging from 39-42 pounds on liner packs. Gnats and bugs were a concern last week but this issue has been resolved for the most part. Again, all value-added items are off-escalation. No rain is in the forecast but cooler temperatures are expected in the Yuma region next week.

Lettuce Leaf –There is a good supply of romaine lettuce and hearts and will be available for the next few weeks in Yuma. Green and red leaf are readily available as well. With most suppliers, the quality is above average. There is a strong production of romaine as well as green and red leaf that is being reported in Yuma this week. Shippers with value-added products are all off escalations. Aside from some slight blistering and peeling, the overall quality is good.

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Lettuce Tender Leaf – Good supplies of baby leaf items like spring mix, parsley, spinach, and arugula are available in the desert. Due to the rains, light supplies are anticipated in Southern California, so availability will be moderate at best. Expect some shortages going through the weekend. Overall, the quality is expected to be fair.

Melons (Cantaloupe) – Fairly good supply and good demand are keeping the market strong. There will be better availability next week. Overall, the quality is good and the pricing is steady.

Melons (Honeydew) – There are light supplies with this commodity, mostly 5's, a few 6's, and no 8's. Overall, the quality is good and the pricing is steady.

Melons (Watermelon) – Good supply out of Mexico and pricing is in the mid-20s. Offshore supply is lighter at higher pricing.

Mushrooms – Excellent supplies and availability. Overall, the quality is good and the pricing is higher.

Onions – Excellent supplies and lower prices from the northwest. Mexican-grown supplies in South Texas are increasing. Overall, the quality is good and the pricing is lower.

Pears – Market prices are steady at high levels. Inventory continues to be light. Most shippers are done with Bartletts.

Pineapples – Steady open market volume. Overall, the quality is good and the pricing is steady.

Potatoes – Supplies of 40-70 CT are more available than in recent weeks. The cold weather is limiting run time. The potato market remains extreme, especially on #2s. Overall, the quality is good and the pricing is higher.

Continued

Squash – Adequate supplies all around. Florida is in their light winter production which is normal for this time of year. Mexico's supply is being slowed due to cold nights. Once the weather improves in February, supply should increase.

Stone Fruit – Imported peaches, plums, and nectarines have started on both coasts; supplies are light and quality is very nice. California Kiwi will finish this week. Greek and Italian imported kiwi have started in a light way. Pomegranates are nearly done in the Central Valley. Persimmons are nearly done.

Tomatoes – The market is active on rounds and cherries with light winter supplies in Florida. Mexico is still having a slow start to their season, however, Roma and grape availability has improved. Overall, the quality is good with fruit peaking on larger sizes.

A Peek at Peak Seasons

Weather

California – Strong high pressure and weak offshore flow will cause mild conditions through the end of the week with morning lows in the low-mid 30s in the coastal valley and inland fields and mid-30s to mid-40s across the rest of the area. Daytime highs will be in the 60s to low 70s.

Mexico – High pressure will bring dry continental air into Central Mexico today through Saturday. This will allow morning temperatures to cool and increase the chance of light frost over wind-sheltered growing fields. By Sunday, this risk is reduced as temperatures warm up a few degrees. Lows in the mid-30s to mid-40s through Saturday and mid-40s on Sunday. Highs should warm into the low 70s to near 80 through Sunday. No rain for the next five days.



Florida – Strong southerly winds will prevail today ahead of a fast-moving cold front that will bring showers to the northern counties late Wednesday afternoon, spreading rain into Central and South Florida in the overnight hours Thursday morning. Accumulation should be less than ¼" for most, higher near Jennings.

Arizona – Another unseasonably cold morning lows this week. Today expect the mid-20s to mid-30s, with widespread moderate to heavy ice. Strong gusty winds up to 40 mph today increasing another 5-10 mph Thursday due to an upper-level low that will have little change in afternoon highs through Saturday other than fluctuating a degree or two.

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national diesel average is up slightly and is currently at 4.604 per gallon. California diesel is also up and is now 5.484

Commodities at a Glance

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