

VITCO FOODS

April 12, 2024



Market Alerts

Apples – The Gala market is firm. Deals are available on Grannys. Overall, good quality on all.

Asparagus – Supplies continue to be steady on both coasts. Markets on all sizes continue to stay steady. Look for the markets to mostly stay steady.

Avocados – Supplies are extremely light due to reduced harvest this week (Holy Week). Border issues are also contributing to severely low supplies. Mexico and California are both in play. Markets are increasing due to low harvest and slow crossings at the border.

Bell Peppers – Bell pepper prices remain elevated. Overall supplies are light. Spring crops out of Central Florida have started but are still in light production. Mexican production remains low due to cold temperatures. Coachella has started in a light way but volume is not expected to ramp up till late April/early May.

Berries (Blackberries) – Very light supplies due to crossing limitations in Mexico. There are also labor issues in Mexico from the observance of Holy Week.

Berries (Blueberries) – Blueberries are coming from Mexico, Florida along with some Peruvian imports. There are some transfer delays out of Mexico due to stricter inspection standards being enforced at the border.

Berries (Raspberries) – Very light supplies due to crossing limitations in Mexico. There are also labor issues in Mexico from the observance of Holy Week.

Berries (Strawberries) – Fruit is being harvested out of Santa Maria and Oxnard Ca. The Salinas/ Watsonville areas have also just begun to produce numbers and production should continue to increase over the next several weeks.

Broccoli – Supplies continue to be good on Asparagus. Markets of all sizes continue to stay steady. Look for demand to pick up as we move into the Easter pull.

Continued

Brussels Sprouts – Brussels Sprout supplies are getting very limited. The heat in Mexico has stunned the growth and has caused crew shortages. Look for supplies to remain tight for the next few weeks.

Carrots – 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. Plenty of Jumbo carrots in Georgia.

Cauliflower – Cauliflower supplies have started to improve and the market is slowly reacting lower. Look for this market to continue to react lower as more supplies fill the pipeline.

Celery – Plenty of production is being done out of Oxnard/Santa Maria to fill all orders in full. Supplies exceed demand. Production in Yuma is finished. Suppliers continue to transfer products to Salinas for a transfer fee if needed. The quality continue to be above average even with the high temperatures. Expect good supplies throughout this week.

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

Citrus (Limes) – Pricing has remained high but also mixed depending on size. There is still a larger amount of small fruit and large fruit is tight. The last arrival for the week from Mexico was most likely on Tuesday due to the Easter holiday. The border is also a complete mess with delays in crossing all items due to the governor's order.

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 – Florida supply remains light keeping western FOBs steady out of McAllen/Nogales.

Continued

Eggplant – Markets are slightly higher, supplies are limited on both coasts of FL and MX. Expect light supplies till new regions begin out of Coachella and Georgia. Coachella starting in a lightway next week and Georgia in 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 has found its level and is beginning to Firm up. West coast market firmer than the east.

Grapes (Red) – Reds have also found their level at lower pricing. The market on the east coast is very sloppy with some "price after-sale" transactions happening. Market better on the west coast.

Green Onions – Green Onion supplies continue to be steady. Look for this market to stay steady going into next week.

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

Lettuce (Iceberg) – Insects have been the primary issue with arrivals of this commodity. The extreme temperatures in all the growing regions were the direct cause. All shippers were having this issue even though extra spraying was being done from suppliers. Production in Salinas, as well as Santa Maria, has picked up while Yuma is just about finished. Pink discoloration and puffiness have been reported as well. Weights have been 39-43 pounds pending the grower. Expect steady supplies throughout the week.

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Lettuce Leaf – Better production in Salinas, and southern California continues on romaine as well as all leaf items. Romaine hearts have much better availability as well. Insect damage on all the previously mentioned items has had an impact on the quality. All shippers are aware of the issue as the high heat was creating difficult obstacles for growers. The weather has cooled dramatically, and supplies are plentiful. Heading into Easter the high temperatures are going to be less and less daily. Tip and fringe burn are expected to be seen upon arrival.

Lettuce Tender Leaf – Good supplies with quality overall fair to good with texture and size within specification. Look for this market to stay steady.

Melons (Cantaloupe) – Cantaloupe market sharply higher as shippers are into smaller acreage deals and lose some volume to white fly. Expect this market to level off next week.

Melons (Honeydew) – The market is slightly higher on fair supplies. Inventories are much better on the east coast than on the west. Larger sizes are tight. Some range in quality.

Melons (Watermelon) – Market higher on light supplies. Imports starting to wind down. Mexican volume crossing in Nogales is starting to ramp up.

Mushrooms – Pricing remains elevated although supplies are improving.

Onions – Pricing in South Texas has increased due to border issues. CA is expected to start shipping next Wednesday.

Pears – No change in this market. Nice quality on Anjous. Bartletts are done for the season.

Continued

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

Potatoes – Limited norkotahs remain on the market. Burbanks are the primary variety. Pricing is increasing.

Squash – Supplies are ample out of Nogales. Increased production driving prices down on both coasts. Promotable volume is available.

Stone Fruit – Very light amounts of imported peaches and plums on both coasts. Imported nectarines are done for the season. Domestic Peaches will start in a light way next week.

Tomatoes – Steady markets on both coasts of all varieties. Central Florida continues to slowly ramp up production with Southern Florida just about done. Mexican production has also improved as winter crops get going. Expect steady markets and good supplies over the next few weeks.

A Peek at Peak Seasons

Blueberries
Strawberries
Raspberries (Past Peak Season)
Blackberries (Past Peak Season)

Weather

California – Breezy northerly winds continue today with gusts up to 30mph. This causes below average temps in Salinas with lows between 33-37 degrees. The winds in the Salinas Valley will actually keep temps from bottoming out to their potential but instead remain in the mid-30s. A low-pressure system moves in tonight with a slight chance of rain. A second, stronger system arrives Friday night with light to moderate rain and up to a quarter inch.

Mexico – Mostly dry weather excluding a few isolated showers or thunderstorms. The best chance for rain is over the higher terrain of South-Central Mexico on Friday. Temps will be warm today and continue to rise slightly over most fields into and through the weekend.

Florida – High pressure remains steady over the western Atlantic through today with the southerly flow in the teens gusting to 25 mph through Thursday over the northern half. Rainfall and thunderstorms continue through the weekend with southerly flow and ample local moisture. Expect 1/2 inch to 3/4 inch of accumulation through the weekend.

Arizona – Unseasonably cool temps today (low 70s to low 80s) will be replaced by much warmer temps over the weekend as high pressure ridge rebuilds over the region. Expect temps this Friday to range from the mid-80s to low 90s, warming a few more degrees in some locations on Sunday. 40 mph. Unseasonably hot temps through Saturday due to a strong high pressure ridge in place.

Freight

Trucks remain steady in the Northwest, Idaho, and California. The national average on diesel fuel dropped slightly and is currently at 5.073 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 higher
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is higher	 MELON (HONEYDEW)	Quality is good, pricing is higher
 AVOCADO	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is higher
 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 fair, pricing is higher	 EGGPLANT	Quality is good, pricing is higher	 ONIONS	Quality is good, 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 higher	 GRAPES (GREEN)	Quality is good, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is fair, pricing is higher	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is fair, pricing is higher
 BROCCOLI	Quality is fair, pricing is lower	 GREEN ONIONS	Quality is fair, pricing is steady	 SQUASH	Quality is good, pricing is lower
 BRUSSELS SPROUTS	Quality is fair, pricing is higher	 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 lower	 TOMATOES	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is lower	 LETTUCE LEAF	Quality is fair, pricing is lower		
 CELERY	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		