

VITCO FOODS

April 22, 2024



Market Alerts

Apples – Market steady as slowly decreasing supplies meet slowly decreasing demand. There are deals on Grannies.

Asparagus – Supplies continue to experience a slight gap as Caborca supplies are coming to a close. This is the time of year Mexico's growing areas transition to the southern Baja region. Look for supplies to be on the tighter side over the next few weeks. Markets of all sizes will be slightly elevated during this time.

Avocados – Supplies are better this week coming out of Mexico. Markets are lower with better supplies, but this is expected to be short lived. Peru is right around the corner.

Bell Peppers – Prices are slightly lower. Most growers out of Coachella are now online. Supplies are improving a bit. Reds will be available out of Coachella next week. Quality is good with sizes more on the larger side. Florida supply remains adequate. Georgia supply expected to begin mid-late May depending on the region. Nogales supply continues to dwindle as most growers going for a few more weeks.

Berries (Blackberries) – Steady supplies are still coming in from Cmex and Baja California. West coast production should begin to ramp up over the next few weeks as we see warmer weather in the forecast.

Berries (Blueberries) – Product is coming from CMex, Baja, Florida, and Georgia. Central Valley California has also begun to see some fruit. The market should remain flat on this item through next week.

Berries (Raspberries) – Product is coming from Cmex, and Baja Mexico. California Production is still a couple of weeks away.

Berries (Strawberries) – We are still experiencing the tail end of the Mother's day pull and open Market fruit is in short supply. Many shippers are pushing orders forward where possible to facilitate filling orders.

Broccoli – Broccoli supplies continue to be very good in Salinas, Santa Maria, and Mexico. Look for this market to stay steady going into the weekend.

Continued

Brussels Sprouts – Brussels Sprout supplies continue to be 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. Harvesting in Bakersfield, CA is expected to start late May.

Cauliflower – Cauliflower supplies continue to be good in Salinas and Santa Maria. Look for this market to continue to stay steady as more supplies fill the pipeline.

Celery – Stronger demand due to the Mother's day pull has made this commodity active in the marketplace. Large sizing, twenty-four counts in particular has the best availability right now. Transfers continue to Salinas from southern California if the need arises. The overall quality aside from seeder being reported is good. Expect moderate supplies at best for this week.

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

Citrus (Limes) – Prices continue to slide. Overall supply is improving with large sizes (110-150ct) still relatively snug. Supplies much heavier on small size fruit 230-250ct.

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 – Prices slightly lower. FI supply has slightly improved with some growers in Georgia starting this week. Mexican supply has rebounded out of Nogales. Baja supply is gradually increasing, expect to see significant volume out of this area till the end of the month.

Eggplant – Steady supply out of Florida. Nogales supply is solid. Crop will run thru end of May early June. Eggplant is now available out of Coachella.

Continued

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

Grapes (Green) – Green grape market firm on both coasts. Some lots with ambering. Better quality varieties commanding a premium.

Grapes (Red) – Red grape market better. Most of the distressed fruit has been dealt with causing the market to slowly rise from the bottom up.

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) – This market has firmed up due to the holiday pull as well as suppliers being caught up with production. There are a few shippers that will be on the lighter side of harvesting for the rest of the week. The current quality has had issues of misshapen heads, discoloration, and slight insect damage. The weights are averaging 40-44 pounds. Salinas and southern California will have moderate supplies throughout the week.

Lettuce Leaf – The market continues to stay steady on romaine as well as the green and red leaf. Butter lettuce will be on the light side for the entire week. Good supplies will continue on romaine hearts. Common defects being reported include tip and fringe burn. Shippers are flexing for volume-type orders so promote as much as possible. This market is expected to turn around in the next few weeks. For this week, pricing is expected to stay competitive.

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Lettuce Tender Leaf – Good supplies with quality overall fair to good with texture and size within specification. Italian parsley is very limited. The recent heat has caused seeders causing an industry-wide shortage on Italian parsley.

Melons (Cantaloupe) – Imports in Florida should continue for another 3 weeks. Mexican fruit crossing in Nogales is priced lower than the central American imports. California should start late next week in the Imperial Valley.

Melons (Honeydew) – Honey dews from central America will continue out of Florida for another 3 weeks. Good volume and quality crossing in Nogales now.

Melons (Watermelon) – Increased supplies in Mexico and Florida are bringing this market lower. Good quality on both coasts.

Mushrooms – Very good availability on all items.

Onions – CA is ramping up with supply. Texas is entering it's last few weeks. Pricing on all sizes remains elevated.

Pears – Washington pear inventories are starting to thin out. Prices are generally higher.

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

Potatoes – Burbanks are the primary variety shipped peaking on 70 CT. Limited #2 burbanks available. Packing sheds are running less days per week in an effort to extend supplies.

Continued

Squash – Markets remain steady at lower levels. East-coast supply is strong out of Florida and now Georgia. Nogales continues to produce a good amount of squash; promotable volume available. Santa Maria is expected to begin mid-May. Expect the same trend over the next two weeks.

Stone Fruit – California peaches and apricots have started. High prices on the first of the season production. Expect this market to ease off in the next couple of weeks.

Tomatoes – Markets is fairly steady. Ruskin/Palmetto area is up and running; expect increased production over the next two weeks. Quincy is scheduled to start the first week of June. Out west, volume continues to decline as we approach the tail end of the season out of Nogales. We expect to see a limited amount of rounds starting out of the CA Desert next week. Baja continues to build volume and wont get into significant volume till the first week of June.

A Peek at Peak Seasons

Strawberries

Weather

California – The heatwave continues through Friday with morning lows in the mid-30s to low 50s, daytime highs in the 60s to mid-70s near the coast, and 80s to low 90s further inland. Marine layers return late Friday, increasing onshore winds and cooling temps with max temps in the mid-50s to mid-70s by Sunday.

Mexico – Warm temps will continue over the next 5 days, with even slight warming expected by the weekend. Daytime temps will peak in the low 80s to low 90s over most of the growing region of Central Mexico.

Florida – High pressure remains over the western Atlantic with light onshore flow, with high-pressure building over the Gulf. Expect shifting winds in the subsiding air come Thursday, with light and variable winds overnight.

Arizona – High pressure builds over the southwest producing a steady warming trend through Saturday with highs climbing to the 90s to low 100s by Friday-Saturday.

Freight

Trucks remain steady in the northwest, Idaho, and California. The national average for diesel fuel increased from last weeks price of 5.16 per gallon to 5.509!

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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 lower
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LIMES)	Quality is good, pricing is lower	 MELON (HONEYDEW)	Quality is good, pricing is lower
 AVOCADO	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is good, pricing is lower
 BELL PEPPERS	Quality is good, pricing is lower	 CUCUMBERS	Quality is good, pricing is lower	 MUSHROOM	Quality is good, pricing is higher
 BERRIES (BLACKBERRIES)	Quality is fair, pricing is steady	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is lower
 BERRIES (BLUEBERRIES)	Quality is good, pricing is lower	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (RASPBERRIES)	Quality is fair, pricing is steady	 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 steady	 POTATOES	Quality is fair, pricing is higher
 BROCCOLI	Quality is fair, pricing is steady	 GREEN ONIONS	Quality is fair, pricing is steady	 SQUASH	Quality is good, pricing is lower
 BRUSSELS SPROUTS	Quality is fair, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, 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		