

# VITCO FOODS



April 26, 2024

## Market Alerts

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**Apples** – The Gala market remains firm. Deals available on Grannys. Good quality on all.

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

**Avocados** – Supplies are extremely light due to reduced harvest (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** – Florida supply will remain adequate till Georgia starts in the middle of May. Nogales continues to wind down; supplies are adequate. Coachella is up and running and will see more volume over the next week. Quality is great out of the desert with sizes running large. Bakersfield will begin with green bells mid-May. Reds are available out of San Diego and Coachella reds will be available in about two weeks.

**Berries (Blackberries)** – Blackberries remain in light supply

**Berries (Blueberries)** – Plenty of blueberries are available from several growing areas.

**Berries (Raspberries)** – Raspberries remain in light supply

**Berries (Strawberries)** – All growing regions are producing good amounts of fruit right now just in time for the Mother's Day pull.

**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.

**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

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**Carrots** – Supplies are steady out of the Central Valley. Ventura County will continue to trickle in.

**Cauliflower** – Cauliflower supplies continue 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** – This market has firmed up on all sizing. Thirty-six counts are the tightest in availability with multiple shippers. Transfers continue to Salinas from southern California if needed. A fee does come with the transfer. Good quality, overall with only slight seeder will continue throughout the week.

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

**Citrus (Limes)** – Lime prices continue to fall. Weak prices on small fruit (230ct/250ct) have now pulled down pricing on large size fruit (110ct/150ct). Expect this continued trend over the next several weeks.

**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** – Markets steady. FL supply will remain light till GA start next month. West-coast supply is also light, significant volume is not expected to improve until more Baja growers come online.

**Eggplant** – Florida has adequate supply but should see a bit better numbers from Central Florida next week. Eggplant production coming thru Nogales is solid. Coachella eggplant has hit the market bringing prices slightly lower.

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

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**Grapes (Red)** – Reds have also found their level at lower pricing. Wide range in quality. 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 rainstorm.

**Lettuce (Iceberg)** – Good supplies continue with this commodity with most shippers. Weight are averaging 40-44 pounds with slight insect damage and discoloration on the outer leaves. Oxnard/Santa Maria as well as Salinas are the main growing regions for this commodity. Expect competitive pricing and steady supplies throughout this week.

**Lettuce Leaf** – Romaine and romaine hearts as well as green and red leaf will have good availability throughout the week. Fringe and tip burn are being reported upon arrivals so please be aware. Suppliers are cleaning the product as much as possible. Ample supplies are expected out of northern and southern California, so there are multiple options for trucks to load. Expect competitive pricing throughout the week.

**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 mostly steady at higher prices as central American shippers are into smaller acreage deals and lose some volume to white fly. Increasing Mexican shipments are helping to level this market. Domestic lopes start in about two weeks.

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**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. Mexican dews crossing in Nogales increasing in volume.

**Melons (Watermelon)** – Market lower as volume from Mexico starts to ramp up. Imports still in light supply but are reacting to the Mexican volume.

**Mushrooms** – Pricing remains elevated although supplies are improving.

**Onions** – CA new crop onion season has started; supplies are ramping up but loading delays should be expected. Texas is still available.

**Pears** – Slight rise in the market as inventories seasonally decline. Nice quality on Anjous. Bartletts are done for the season.

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

**Potatoes** – Burbanks are now the primary variety being shipped. Market pricing is elevating to due less overall supplies available.

**Squash** – Markets steady on both coasts. Expect good volumes for the next several weeks. Promotable volume available. Florida still going and with a few growers starting in Georgia.

**Stone Fruit** – Very light amounts of imported plums on both coasts. Domestic Peaches have started in a light way. Cherry season in California has started. The crop is about

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**Tomatoes** – Adequate supply coming out of Central Florida. Quality is good; sizing running large due to crown picks. Better volume expected next week on rounds. Romas out of Florida are a bit more behind should see that volume start to increase in about 3 weeks. Western supply is adequate. Nogales still going and Baja has started in a light way. Grapes tomatoes remain the same as last week.

## Weather

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**California** – Weak high pressure and strong onshore winds with gusts to 30 mph cause today's temps to cool with morning lows in the mid 30s to mid 40s with daytime highs in the mid 50s to upper 70s. High pressure returns Friday and through the weekend warming daytime highs near to above average with near to below normal overnight lows.

**Mexico** – Warm temps through the weekend. High temps in the mid 80s to low 90s today. Dry weather through May 1st. Winds will gust in the 20 to 28 mph range through Friday in Caborca.

**Florida** – High pressure builds in as a system exits the peninsula. Expect light rain fall over the southern half through Friday. Clearing skies and light east to southeasterly flow over the state through the weekend, with light and variable flow overnight.

**Arizona** – Temps today unseasonably warm (low to upper 90s) cooling closer to normal by Friday (mid 80s to low 90s) due to a passing upper level low that will weaken high pressure and increase wind gusts Thursday/Friday.

## A Peek at Peak Seasons

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

## Freight

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Trucks in the Northwest, Idaho, and CA remain steady. The national average on diesel fuel is up slightly and is currently at 5.160 per gallon.



half the volume of last years' crop and prices will be high. The shippers are expecting it to be a short season with limited opportunity to produce.

**Blackberries (Past Peak Season)**

# 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 higher	 CITRUS (LIMES)	Quality is good, pricing is steady	 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 lower
 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 lower	 EGGPLANT	Quality is good, pricing is lower	 ONIONS	Quality is good, pricing is higher
 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 lower	 GRAPES (GREEN)	Quality is good, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is lower	 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 higher	 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 fair, pricing is steady	 TOMATOES	Quality is good, pricing is steady
 CAULIFLOWER	Quality is fair, pricing is lower	 LETTUCE LEAF	Quality is fair, pricing is steady		
 CELERY	Quality is good, pricing is higher	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		