

VITCO FOODS

May 3, 2024



Market Alerts

Apples – Market mostly steady. Small Fuji's are scarce as the remaining packout is skewing large. There are still deals on Grannies. Some late storage season quality issues starting to pop up as shippers get into their last sets of rooms.

Asparagus – Supplies continue to improve as domestic programs are coming on strong and Peruvian imports have increased. Look for the market to come off slowly going into the weekend.

Avocados – Supplies are steady. Markets have reached the bottom, and will be expected to tick up next week as Mexico slows crossings into USA. Peru is right around the corner.

Bell Peppers – Markets fairly steady. Georgia green bells have started this week. Will need about another week or so to build volume. Quality is great with crown picks coming in with larger sizes. Coachella production is good along with quality. Nogales is still churning green bells although quality is subpar. PRO*ACT recommends pulling from Nogales for product to stay on the western US. Bakersfield is a bit late on their start of the season due to cool night temperatures. We expect markets to firm up a bit the back half of the month.

Berries (Blackberries) – Availability is beginning to loosen up on this item. Quality defects such as red cell and leakers are still present in some lots.

Berries (Blueberries) – Lighter numbers coming out of Georgia and Florida are pushing markets firmer on the West Coast for domestic and Mexican transferred fruit.

Berries (Raspberries) – Raspberries remain limited with most shippers coming out of Mexico.

Berries (Strawberries) – Excellent growing conditions with good yields is putting downward pressure on the market.

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 couple of weeks until the local domestic supply starts up.

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 slightly limited as quality has lowered yields. Look for the cauliflower market to adjust slightly lower going into the weekend.

Celery – Light supplies continue to be the story with this commodity. Seeders are the biggest issue growers are dealing with currently. Yields are down. Production in Salinas will not begin until late June to July. Santa Maria and Oxnard are the main growing regions for this commodity. Shippers will be transferring product to Salinas as needed with a fee attached. Small sizing has a little better availability currently.

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

Citrus (Limes) – Markets continue to trend lower. Good supplies and quality with 110ct more on the snug side.

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. Georgia has started with North Carolina starting the first week of June. More growers have come online out of Baja. Expect good supplies over the next several weeks as with good supply from both Baja and Sonora.

Eggplant – Steady markets. FL and Nogales winding down. In the east, GA is a few weeks away. Baja will start mid-June. Product is 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 is firm on both coasts. Some lots The green grape market barely steady on both coasts. Some import lots starting to show ambering. Better quality varieties commanding a premium. New crop Mexican grapes are crossing in Nogales now. Coachella has started domestic green grapes in a light way.

Grapes (Red) – The red grape market is steady. However there is a wide range in quality and price on the remaining South American imports. Mexican red grapes will start late this week with light volume. Coachella should have some domestic reds late next week. The Coachella deal is very heavily precommitted to retail programs, and availability will be a challenge.

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) – Demand has slowed down in the marketplace with this commodity. The overall quality has been fair with some issues of decay, brown butts and misshapen heads being reported upon arrivals. The weights are averaging 39-44 pounds pending the shipper. The temperatures have cooled off again and this has slowed down production. Expect steady supplies overall for the rest of this week.

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Lettuce Leaf – Romaine as well as all leaf items are steady in the market. Fringe and tip burn as well as some smaller length leaf items have been reported. Slight decay has been seen as well. Romaine hearts continue to have ample supplies to allow suppliers to flex for good volume type orders. The weather has cooled down and has slowed the growth pattern of the plants. Overall demand is off. Expect ample supplies on all leaf items for the entire week.

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

Melons (Cantaloupe) – Imports in Florida should finish at the end of next week. Volume out of Nogales is picking up quickly and California has started in a light way in the Imperial Valley.

Melons (Honeydew) – Honey dewes from central America will finish in Florida at the end of next week. Volume out of Nogales is picking up quickly and putting severe downward pressure on the market. California has started in a light way in the Imperial Valley.

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

Mushrooms – Pricing is elevated but supplies are promotable.

Onions – Domestic Texas onion season winding down. Mexican onions are available. CA Desert winding down, preparing for transition to Central Valley. New Mexico is starting in a light way after Memorial Day.

Continued

Pears – Washington pear inventories are starting to thin out. Prices are generally higher. New crop California Bartletts will start about July 11th.

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

Potatoes – Norkotahs are becoming scared. Sheds are limiting runtime to extend burbank season. Burbank pricing is active; supplies are limited.

Squash – Markets steady to slightly higher. Strong supplies out east, GA will go thru May followed by regional deals. Nogales continues to wind down. Fresno squash is available although been slowed by cooler weather. Santa Maria will start first picks this week.

Stone Fruit – California peaches, nectarines and apricots have started. Lots of small peaches available. Not very many 56s and larger. Nectarines and Cots still fairly tight. Expect this market to ease off in the next couple of weeks.

Tomatoes – Prices are higher on all varieties. Florida is the primary region on rounds with supply for at least the next month or so. Mexico is in much lighter volume with only shippers that have late season deals left at this point. The combination of better demand, and much lighter volume out of Mexico has allowed the Florida shippers to push the market higher. Roma and grape tomato prices are higher as well. We will see roma and grape volume out of Mexico continue to decrease, but Baja will start building volume over the next couple of weeks which should help take some pressure off the current market. Overall quality is generally good.

A Peek at Peak Seasons

Strawberries
Blackberries (Past Peak Season)

Weather

California – High pressure continues to bring above average temps with breezy onshore winds gusting to 30 mph. The marine layer will continue to affect the coast and some coastal valleys overnight and into the morning. The high pressure tapers on Friday, but temps will still remain above average through the weekend.

Mexico – Steady warms temps through the weekend across the growing areas of Central Mexico. Light isolated shower activity remains possible over the next five days but chances are limited. Daytime temps will likely max out in the mid 80s to mid 90s over most fields. Early morning temps should cool into the mid 50s to mid 60s through Sunday morning.



Florida – High pressure remains over the western Atlantic, with light and breezy southerly flow over the southern tip curling to the west over the northern peninsula, turning south for weeks end. Expect heavy afternoon thunderstorms starting Friday midday and lasting thru the weekend, with 2 to 4 inches of rain over the central peninsula.

Arizona – Wind gusts up to 30 mph increasing to 40 mph Friday duo to a weak passing cold system that will keep temps close to seasonal averages Wednesday through Friday.

Freight

Trucks in the Northwest, Idaho, and California remain steady. The national average on diesel fuel didn't change and is still at 5.613 per gallon.

Commodities at a Glance

 APPLES	Quality is fair, 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 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 steady	 CUCUMBERS	Quality is good, pricing is steady	 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 steady	 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 steady	 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 steady
 BRUSSELS SPROUTS	Quality is fair, pricing is higher	 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 steady	 TOMATOES	Quality is good, pricing is higher
 CAULIFLOWER	Quality is fair, pricing is steady	 LETTUCE LEAF	Quality is fair, pricing is steady		
 CELERY	Quality is fair, pricing is higher	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		