

# VITCO FOODS

March 29, 2024



## Market Alerts

**Apples** – The Gala market is firm. Deals are available on Grannys and Fuji's. Overall, good quality on all.

**Asparagus** – Supplies continue to be very good on Asparagus. Markets on all sizes continues to stay steady. Look for supplies to continue to stay steady going into next week.

**Avocados** – Supplies are steady. Mexico and California are both in play. Markets are expected to remain steady at higher prices.

**Bell Peppers** – Markets are still fairly steady on the lighter side on both coasts. Low yields due to prior weather keeping prices elevated. Florida's spring crop will start by mid-April. Nogales crossings remain light, CA desert is slated to begin in late April/early May. Red bell pepper supplies remain limited. Growers picking reds green to take advantage of high markets leaving less supply of reds to go around. Expect a bit better supply next week but moderate supply for the balance of the Nogales season.

**Berries (Blackberries)** – Product availability remains limited due to heat in the growing areas of Central Mexico combined with issues with transferred products not meeting specifications.

**Berries (Blueberries)** – Product is available from multiple growing areas keeping markets steady with higher tones.

**Berries (Raspberries)** – Product availability remains limited due to heat in the growing areas of Central Mexico combined with issues with transferred products not meeting specifications.

**Berries (Strawberries)** – The market remains firm with availability limited after last weekend's rain events in all growing regions except Cmax where the product is in a downward production cycle nearing the end of the season.

**Broccoli** – Broccoli supplies continue to be on the tighter side as suppliers are starting to see a gap in supplies. Look for this market to steadily go up moving into the weekend.

## Continued

**Brussels Sprouts** – Brussels Sprout supplies and quality are very good. Look for this market to continue to be aggressive going into next week.

**Carrots** – Production on snack pack styles is still lagging behind demand. 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 continue to be limited. The cooler weather has slowed growth in the Yuma area. Look for this market to continue to stay on the higher side going into the weekend.

**Celery** – Production in Yuma is winding down for the rest of the season. Most supplies will come from southern California as well as Mexico. All sizing is currently available. Expect clean product throughout this week. Although rain hit the growing regions, this commodity was not affected. Pricing should be competitive throughout the week.

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

**Citrus (Limes)** – Prices continue to escalate. Supplies are extremely limited. 110/150/175ct have been very limited and now 200ct is starting to tighten. Less and less harvestable fruit is available on trees. The crop is peaking at 250ct and smaller. Expect high markets and tight supplies for the month of April.

**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 are steady in FL and MX. Supplies are still light as we wait for spring crops to increase production out of Central FL. Baja cucumbers are available. We expect steady to slightly lower prices as volume gradually picks up in both regions over the next few weeks.

## Continued

**Eggplant** – Florida eggplant remains short. Central Florida eggplant will begin by mid-April. Mexican supplies are steady; the season will run for another month then transition to the CA desert out of Coachella.

**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 at lower pricing. 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)** – Yuma production will continue for approximately two more weeks. Huron will continue harvesting along with production in Santa Maria. There have been slight bug issues in Huron so please make sure customers are washing products thoroughly. The weights are ranging from 38-42 pounds. Discoloration and misshapen heads have been reported upon arrivals in all the growing regions. Value-added escalators are now on first-tier escalation. This market is softer.

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**Lettuce Leaf** – Although demand has fallen, the market on romaine as well as romaine hearts continues to have strength in the marketplace. Butter is light in availability while red and green leaf have good availability. Smaller heads and fringe burns have been reported upon arrivals. Yuma will be finished in about two weeks at the most. Salinas, southern California, and Huron will have production available. Watch for slight bugs on the outer leaves of romaine and leaf items in Huron. Blister and peel have been reported as well. Value-added escalators are on first-tier escalation.

**Lettuce Tender Leaf** – The quality continues to battle light mechanical damage from the rain and cooler weather, but overall fair to good quality with texture and size within specification. Look for this market to stay steady.

**Melons (Cantaloupe)** – Cantaloupe market sharply higher as shippers hit a two-week gap between main harvests. Expect this market to level off mid-next week.

**Melons (Honeydew)** – The market is mostly steady on fair supplies. Inventories are much better on the east coast than on the west. Smaller sizes are tight. Some range in quality.

**Melons (Watermelon)** – Market higher on light supplies. Imports starting to wind down.

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

**Onions** – Supplies of new crop Texas onions are ramping up. Limited supplies of Northwest onions remain.

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

## Continued

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

**Potatoes** – Carton market is firming up. Numbers 2s are less available than in recent weeks.

**Squash** – Markets are steady with light supplies. Southern growing regions in both Mexico and Florida finishing up and moving to northern areas. Expect slightly better supplies this week.

**Stone Fruit** – The kiwi market has leveled off at lower prices. Very light amounts of imported peaches, nectarines, and plums on both coasts.

**Tomatoes** – The tomato market is higher versus last week. Lighter volume and more demand pushing prices higher on rounds, romas, and grape tomatoes. Sizing has come off; smaller sizes are more available. Winter crops are winding down as we wait for spring crops to ramp up in both FL and MX. Expect Mexico's winter crop to start winding down over the next few weeks and Central Florida gradually increases production as their spring crops get started out of Ruskin/Palmetto.

## Weather

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**California** – High-pressure sets in, clearing skies keeping morning lows to the low 30s to mid-40s with daytime highs to the 60s to low 70s through Thursday. Onshore winds will be breezy with gusts up to 30 mph through Friday.

**Mexico** – Warm temps are expected through this weekend. Max temps should range in the low 80s to low 90s over most of the growing areas through Sunday.

**Florida** – Southeast winds dominate the peninsula supported by a strong low-pressure system bringing speeds up to 30mph for Thursday.

**Arizona** – Recent rainfall is giving way to warmer and drier conditions today through Friday as high pressure rebuilds and strengthens. Temps today, upper 70s to the upper 80s warming a few more degrees through Saturday.

## A Peek at Peak Seasons



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## Freight

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Trucks remain steady in the Northwest, Idaho, and California. The national average for diesel fuel is up again this week and is currently 5.185 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 steady
 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 steady	 ONIONS	Quality is fair, 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 steady	 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 good, pricing is lower
 BROCCOLI	Quality is fair, pricing is higher	 GREEN ONIONS	Quality is fair, pricing is steady	 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 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 higher
 CAULIFLOWER	Quality is fair, pricing is higher	 LETTUCE LEAF	Quality is fair, pricing is lower		
 CELERY	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is fair, pricing is steady		