

VITCO FOODS

March 22, 2024



Market Alerts

Continued

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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 this week. Markets on all sizes continue to be steady. Look for supplies next week to drop a bit and the market reacting higher.

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

Bell Peppers – Markets are fairly steady, supplies still fairly light. Warm weather in MX through this weekend will help supplies a bit as spring plantings start up. FL continues to struggle with low volumes from February freeze. Expect prices to stay relatively steady this week.

Berries (Blackberries) – Very light supplies coming out of Mexico will exist for the next 2 weeks and we will see some fill rates applied to orders.

Berries (Blueberries) – Mexico, Florida, and Chile are all producing right now. Quality on the Mexican and Florida fruit is superior at this point.

Berries (Raspberries) – Shorter supplies coming out of Mexico will be in effect for the next 2 weeks and we expect to see some fill rates applied to orders.

Berries (Strawberries) – We are seeing strong supplies coming out of the Baja area with Santa Maria and Oxnard producing decent numbers as well. The finish of the Florida season as well as the decline in Central Mexico production has increased demand out West in California. Numbers look steady through next week where there is expected to be an uptick in yields due ideal weather patterns.

Broccoli – Broccoli supplies are starting to get tight as suppliers are starting to see a gap in supplies. Look for this market to steadily go up moving into the weekend.

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 – Demand is moderate. This market is steady, overall. Yuma is finishing up their season, but Oxnard and Santa Maria will have enough production to meet demand. Smaller sizing is the lightest in availability, but all demand is expected to be met. The quality, overall continues to be above average with most shippers. Pricing should be fairly steady for the week.

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

Citrus (Limes) – Prices are stronger. Sizing continues to favor heavily on smaller sizes, 230s and 250s. Larger sizes 110 and 150ct are extremely limited. Flexibility in sizing may be required to cover orders. Expect markets to remain volatile till through mid- 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 – More FL cucumbers have started but prices remain high. Honduran imports are basically done. Western super cucumbers are almost nonexistent with few shippers quoting. Large is one of the only sizes being quoted. Expect prices to drop as supply increase out of FL. Mexican supply is expected to improve this week with warm weather i the growing areas.

Eggplant – FI supply will remain limited till spring crop ramps up by mid-April. Supplies out of Nogales are good but volume should start tapering off by first week of April. Season will go through beginning of May then handing off the deal to 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) – Demand has fallen due to high pricing in the marketplace. Yuma will be finishing up in the next 2-4 weeks, pending on the supplier. Huron has begun production as well as Salinas. Santa Maria production will have light availability as well. The overall quality is fair with weights ranging from 37-42 pounds in Yuma. Discoloration and misshapen heads have been reported upon arrivals. New crop in Huron is expected to have a few more pounds per case. Expect demand to be moderate at best for the week.

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Lettuce Leaf – This market is softer on romaine, romaine hearts as well as all leaf items. Yuma will be finished in 3-4 weeks. Salinas has begun harvesting as well as Huron and Santa Maria. Darker leaves are being reported out of Yuma with less than normal bleaching on hearts. This will continue for the rest of the season. Fringe and tip burn has been minimal. Blister and peel still is seen upon arrivals. Expect moderate demand at best for the week. Value added escalators should be off by next week.

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) – Market slightly higher in the east. Mostly steady in the west. Labor shortages causing loading delays in the east.

Melons (Honeydew) – Market steady on fair supplies. Inventories much better on the east coast than on the west. Smaller sizes tight. Some range in quality.

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

Mushrooms – Availability is improving, however, prices remain elevated.

Onions – Limited supplies remain out of the Northwest. Supplies are ramp.

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

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

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Potatoes – 40 - 60 CT cartons are in better supply. #2s are firm.

Squash – Markets remain steady at elevated levels. Florida zuke prices seem to have leveled out. FL quality and volume is a result from windy conditions. Demand continues to exceed supply. We expect this trend to for the next couple of weeks. Mexican quality has been fair to good. Warm weather is forecast for the balance of the week which should help improve supply.

Stone Fruit – The domestic kiwi market came off a little this week. Some imported kiwi now landing on the east coast. Moderate amounts of imported peaches and nectarines on both coasts. Small amounts of plums on the west coast.

Tomatoes – Markets are active with lighter volumes coming out of both FL and MX. Ruskin/Palmetto area will begin by mid- April. Sizing has come off a bit with a bit of wind scarring that is being sorted prior to shipping. Baja has begun in a light way and will gradually increase production. Expect active markets over the next few weeks as spring plantings come online.

Weather

California – The heat wave and offshore flow continue today and Thursday with daytime highs in the mid 70s to low 90s and morning lows in the upper 30s to mid 50s. The high starts to weaken Friday as winds turn weakly onshore and temps cool, but still remain above average through Saturday.

Mexico – Cool morning temps through Friday, with the slight chance of light spotty frost in wind sheltered areas today through Thursday morning. Most areas will not see frost conditions however and temps will warm over the weekend. No rain anticipated through the weekend.

Florida – Low pressure over the southeast drags a front across the peninsula today through tomorrow with 1/2 inch to over an inch of rain as scattered rain showers and thunderstorms dot the peninsula.

Arizona – Recorder high temps possible Friday due to strong high pressure ridge strengthening over the area late week. Afternoon highs today, upper 70s to upper 80s warming Thursday to the mid 80s to mid 90s. Further warming Friday, low 90s to 100 degrees. Cooler temps Sunday due to an approaching low pressure system, mid to upper 80s.

A Peek at Peak Seasons

Blueberries

Strawberries







Blackberries (Past Peak Season)

Raspberries (Past Peak Season)

Freight

Trucks in California, Idaho, and the Northwest remain steady. The national average on diesel fuel remains escalated and is currently at 5.134 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 good, 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 good, pricing is higher	 GRAPES (GREEN)	Quality is good, pricing is steady	 PINEAPPLES	Quality is good, pricing is steady
 BERRIES (STRAWBERRIES)	Quality is good, pricing is steady	 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 fair, 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		