

The Vesta View

Northern California Market Report



Holding on to Summer

"August is the border between summer and autumn; it is the most beautiful month I know." — Tove Jansson

As we move deeper into late Summer season, please be reminded that Stonefruit varieties are starting to wind down. Regier Farms will have their yellow peaches for another 2 weeks while Scott Farms and Frog Hollow will have stonefruit varieties for another month or so. With so many amazing fruit options between the remaining Stonefruit, Grapes, Melons, Figs, strategy may need to come into play. Please reach out to your sales representative for any questions or menu suggestions.

New! #10721 Organic Hosui Pears case from Frog Hollow Farm will be available to order this weekend. As a reminder, #01271 French Butter Pears 20lb and #01269 Comice Pears 20lb from Stillwater Orchards are also now available.

Organic Fuji Apples and small-sized are very limited as the old crop finishes up. Please expect to see prices increase on the small conventional Fuji Apples. New crop Organic Fuji Apples will gap until early September.

VESTA UPDATES

Access our Cultivate Summer issue [here](#).

Mark your calendars:

September 1st - Labor Day
September 22nd - First day of Fall
September 23rd - Rosh Hashanah
September 30th - Cultivating Our Community LA

BEST FRUIT OPTIONS

Finger Limes/Shanely Farms *
Nectarines/Frog Hollow Farm
Peaches/Frog Hollow Farm
Pluots/Frog Hollow
Toybox Melons/Weiser
Champagne Grapes/CA *
Candy Snap Grapes/CA *
Strawberries/Tomatero Farms
Black Mission Figs/CA
Candy Stripe Figs/CA

*Pre-order item

With the heat wave this week and fewer hours for growers to harvest, supply and quality may be impacted on a number of items. Row crop growers in the Salinas region continue to see negative effects by the warmer weather; an increase of insect pressure and soil disease are causing yields to be lower. Lettuces are most strongly impacted, keeping prices higher on Iceberg and Romaine. Red Gem is limited and being pro-rated. Other red leaf options to consider include Babe Farms Red Salanova, Lolla Rossa, Red Oak, or regular Red Leaf Lettuce. Mini Harvest Romaine has been short, but they've entered new fields and expect supplies to improve by the end of this week. Bloomsdale Spinach from Heirloom Organics is back with better supply.

Red Bell Peppers are experiencing a tight market due to quality issues. The price is up on Red Bell Peppers and on large Gold Bell Peppers. Red Fresno Peppers are also up in price.

Round Tomatoes are up in price. Valdivia Farms has #18825 Vine Ripe Tomatoes available to order.

New! #19049 Premium Matsutake Mushrooms 3lb are now available to pre-order.

BEST PLATE VEGETABLES

Corn
Fennel
Garleek
Heirloom Tomatoes
Mustard Greens
New Potatoes
Romanesco
Shishito Peppers
Snap Peas
Toybox Squash

SEASONAL/LOCAL VEGGIES & FRUITS

Chefs Blend Mushrooms/CA
Garleek /Row 7
Cranberry Beans/ Dwelly Farms
Yellow Wax Beans/ Dwelly Farms
Toybox Tomatoes / Comanche Creek
La Cocina Tomatoes/ Comanche Creek
Sungold Tomatoes/Comanche Creek
Sweet Prince Tomatoes/Row 7
Toybox Mixed Squash/Comanche Creek
Peaches/Frog Hollow Farm
Donut Peaches/Family Tree Farms
Nectarines/Frog Hollow Farm
Pluots/Frog Hollow
Hatch Chiles/New Mexico
Jimmy Nardello Peppers/Zuckerman
Corn/Brentwood

*Pre-order item

FRESH ORIGINS

Please reach out to your sales representative for more information on the items we have available.

WINDING DOWN OR DONE

Blood Oranges	Fuzzy Green Almonds
Plumsicle	Cherries
Green Gage plums	