

The Vesta View

Southern California/Nevada Market Report



Sweetness Ripens!

"Autumn is a second spring when every leaf is a flower."
— Albert Camus

Last week's rain in CA and in other regions have come at a time where crops are transitioning, causing prices to elevate as supply is limited. Strawberry quality and availability has been negatively impacted by recent rains. Blueberries and Blackberries supply and quality remain tight this week, with Raspberries being the best this week.

New! Hachiya Persimmons 1 layer (#1281) are available to pre-order. Great for baking, these taller persimmons are best when ripe like a water balloon. Fuyu Persimmons, best eaten firm are starting to gain better color as we head into peak season.

Reminder #11589 Hidden Rose Apples and #13700 Green Dragon Apples are now available.

Watermelon now coming mostly from MX has been impacted by rain and seasonal weather changes. We're moving toward a more challenging season, expect to see prices move upwards over the next few weeks.

CA Fig season will wind down in the next couple of weeks. We expect supplies to become short and gap as MX season is a few weeks away.

VESTA UPDATES

Access our Cultivate Fall issue [here](#).
See our Fall Décor offerings [here](#).

Mark your calendars:

October 31st - Halloween
November 2nd - Daylight Savings Time ends
November 11th - Veterans Day

BEST FRUIT OPTIONS

Finger Limes/Shanley Farms
Midnight Watermelon/CA
Thomcord Grapes/CA
Black Mission Figs/CA
Warren Pear/Frog Hollow
Shinko Pear/Kingsburg
Comice Pear/Stillwater Orchard
French Butter Pear/Stillwater Orchard
Sweetie Apple/Cuyama Orchard
Honeycrisp Apple/Cuyama Orchard
Fuyu Persimmon/CA
Pomelo/CA
Melogold/CA
Hidden Rose Apple/OR
Green Dragon Apple/OR

**Pre-order item*

As we've mentioned these past weeks, row crop items have been challenging due to weather related concerns. With product quickly winding down in Salinas, growers have begun transitioning to Yuma and other regions this week and will continue to do so through November. Supplies which were already limited were exacerbated by rain in both regions. While Romaine and Romaine hearts continue to be mentioned due to INSV and moisture issues impacting supplies, all lettuces, including Iceberg, Green Leaf, Red Leaf, and Boston Lettuce are short and up in price.

Tender leaf items, Arugula but also Baby Kale have become more limited and we may see subs and shorts ahead due to shelf life concerns. Cauliflower has become very short, in both whole and floret form; pro-rated this week along with Broccolini and Brussels sprouts. Broccoli which has been limited for the last couple of months, remains limited but slightly better in supply this week.

Rain has also impacted Florida, with Red Watercress being short this week and will be limited for the next few weeks to improve by middle of November. Castelfranco and Treviso should also be in better supply by early November when product transitions to Le Grand. Red Belgian Endive has been limited due to slow growth, is expected to improve next week.

Baby Zucchini and Baby Turnips are very limited, prices are up slightly.

Best option foraged option are Chanterelles. Matsutake, Lobster, Porcini, and Black Trumpet available by pre-order.

BEST PLATE VEGETABLES

Blue Lake Beans
Corn
Cucumbers
Eggplant
Garleek
Hard Squash
Shelling Beans
Shishito Peppers
Sweet Peppers
Tomatoes

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Chanterelle Mushrooms/USA
Lobster Mushroom/USA *
Matsutake Mushrooms/USA *
Cherry Mixed Tomatoes/Valdivia
Spigarello/Jimenez Farms *
Squash Flower/Fresh Origins
Heirloom Tomatoes/Tutti Frutti & Valdivia Farms
Sungold Tomatoes/Munak Ranch
Cucamelon/McGrath & Coleman *
Upstate Abundance Potato/Row 7 Seeds Co.
Koginut Squash/Row 7 Seeds Co.
Honey Patch Squash/Row 7 Seeds Co.
Red Kuri Squash/CA
Delicata Squash/CA
Honeynut Squash/CA
Garleek/Row 7 Seeds Co.
Badger Flame Beet/Row 7 Seeds Co.
Dragon tongue Beans/2 Peas in a Pod *
Cranberry Beans/2 Peas in a Pod *

*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

Green Figs	Loose Black & Red Plums
Yellow Peaches	Velvet Apricots
Sweetie Apple	FH Pluot
Cotton Candy Grapes	