

The Vesta View

Northern California 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/Shanely Farms *
Warren Pears/Frog Hollow
Shinko Pears/ Kingsburg
Green Dragon Apples/Babe Farms
Hidden Rose Apples/Babe Farms
Honeycrisp Apples/Cuyama
Persimmons/CA
Black Mission Figs/CA

*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
Eggplant
Fennel
Garleek
Hard Squash
Heirloom Tomatoes
New Potatoes
Romanesco
Shishito Peppers
Snap Peas

SEASONAL/LOCAL VEGGIES & FRUITS

Chef's 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
Toybox Mixed Squash/Comanche Creek
Delicata Squash/Vierra
Red Kuri Squash/CA
Koginut Squash / Row 7
Honeypatch Squash /Row 7
Fairy Tale Pumpkin/Vierra
Cinderella Pumpkin/Vierra
Upstate Abundance Potato/Row 7
Badger Flame Beet/Row 7

*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
CA Forelli Pears	Velvet Apricots
Yellow Peaches	Santa Claus Melon
Cavaillon Melon	FH Pluot
Sugar Cube Melon	Sweetie Apple
Ogen Melon	Jimmy Nardello Peppers
Canary/Brilliant Melon	Brentwood Corn White & Yellow
Arava Melon	Moondrop grapes
Galia Melon	Cotton Candy Grapes
Piel de Sapo Melon	Gumdrop Grapes
Varietal Melons	