

The Vesta View

Northern California Market Report



Ruby, Red, & Ready!

"Tomorrow is the first blank page of a 365 page book. Write a good one." — Brad Paisley

Strawberry quality is fair at best this week, supplies are ok despite recent rains as other growing regions have production. Stem Strawberries are limited though and may be short. Blueberries, Blackberries, and Raspberries are in steady supply with minor quality issues.

New! #01250 Peaches 2-layer cases from Chile are now available to order. New! #01220 Nectarines 2-layer cases and #00881 Apricots 2-layer cases are available to pre-order.

Satsumas are winding down and we'll see the Tango variety moving forward. Ripe to you has shared that ground conditions will remain poor for a while from the rain, limiting harvests. In addition there has been color delays on the fruit also impacting harvests. Some of their tangerine varieties like Tango and Murcott have seen fruit drop which may impact the availability and length of season for some. Bergamot is in it's final harvest.

Rambutan supplies are getting short as Honduras season is finishing.

VESTA UPDATES

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

Mark your calendars:

January 19th - MLK Jr. Day
February 8th - Superbowl
February 14th - Valentine's day
February 16th - Presidents' Day
February 17th - Lunar New Year

BEST FRUIT OPTIONS

Green Dragon Apples/OR
Hidden Rose Apples/OR
Persimmons/Spain
Pomelo/USA
Melogold/USA
Quince/CA
Satsuma Tangerine/Ripe to You
Kisha Mandarin/Ripe to You
Cara Cara Oranges/Ripe to You
Pomegranate/CA
Finger Limes/Shanely Farms *

*Pre-order item

Supply is looking better this week for Red Gem, Whole Heads mix, and Mini Romaine Lettuces. Brussels sprouts remain limited, supplies are now expected to improve at the end of the month. We expect the situation to improve later this month when MX supplies become available. The celery market remains high as the limited supplies are expected to continue for several more weeks. The rain in the Oxnard and Santa Maria growing areas limits their harvest. Green Onion demand continues to exceed supply as poor quality from weather related events in Mexico in late November is impacting availability. Recent border delays have caused additional shorts. We expect to see gradual improvement at the end of January, weather permitting. Upland Cress will be unavailable for about 1-2 weeks; for a garnish alternative, please consider #19347 Baby Leaf Watercress 1.5lb, and for a cooking alternative, please consider #00730 Watercress 12ct. New! #22083 Pink Rosa Radicchio case is now available.

Corn and Bell Peppers have completed their transition to MX product. Tomatillos continue to be limited. We expect to see this improve in the next 1-2 weeks.

New! #00070 Fava Beans cases from MX will be available to order on Friday.

New! We have several new products available for pre-order from Girl and Dug Farm such as #29124 Purple Fioretto Cauliflower 4lb, #29127 Sungold Cherry Tomatoes 5lb, #29126 Gungogu Sweet Potatoes 30lb, #29125 Stonevine Lettuce 8oz, #29123 Pollock Nasturtium 100ct, #29120 Blue Nasturtium 100ct, #29122 New Zealand Spinach 1lb, and #29121 Hibiscus Leaf 100ct.

Thai and regular Basil may show poor shelf life due to colder weather and long travel times. Petite and Micro Basils are also limited due to weather and may be short; supplies should improve next week. Tarragon and Cilantro are in tight supply.

BEST PLATE VEGETABLES

Blue Lake Beans
Broccolini
Chicories
Fennel
Hard Squash
Potatoes
Sweet Potatoes

SEASONAL/LOCAL VEGGIES & FRUITS

Chefs Blend Mushrooms/CA
Chanterelle Mushrooms/USA
Matsutake Mushrooms/USA
Satsuma Tangerine/Ripe to You
Puntarelle/J. Marchini
Cardoni/ J.Marchini
Mixed Chicories Endive/Comanche Creek
Koginut Squash / Row 7
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

Honeynut Squash	Hidden Rose Apples
CA Heirloom Tomatoes	Fresh Cranberries
Red Kuri Squash	CA Persimmons