



Product Alert

SPRING ROW CROP SUPPLY OUTLOOK

January 20, 2026

Dear Valued Customer,

In late October, we shared a product alert outlining industry-wide row crop shortages tied to lighter Salinas plantings, disease pressure, weather impacts, and a challenging transition into Yuma. Unfortunately, the conditions we flagged at that time have continued and we're now seeing confirmation that supply pressure will extend into late winter and early spring.

Growers are reporting an industry-wide shortage of Yuma-grown row crops from late February through March. Availability will remain inconsistent, with some weeks limited and others potentially unavailable. It's also important to keep timing in mind: growing does not typically transition back to Salinas until April, which limits opportunities for relief until that shift begins. Items most likely to be affected include: Romaine and other Lettuces, Broccoli and Broccolini, Cauliflower, Brussels Sprouts, Green Onions, and other core row crop items.

While we work with multiple growers across regions to support continuity, when shortages impact the entire industry, and retailers are pulling from the same supply, there may be periods where pro-rates, substitutions, or temporary specification adjustments are necessary to keep product moving.

What we recommend now:

- Review which lettuce/row crop items you plan to feature on menus this spring
- Build in flexibility where possible (alternates, blends, or seasonal adjustments)
- Be open to substitutions or spec changes during peak shortage weeks
- Connect with your Vesta sales rep early so we can help plan ahead and minimize disruption

Our team will continue to monitor conditions closely and communicate updates as availability evolves. As always, our goal is to support your kitchens with transparency, planning, and the best product available in a very challenging market.

Thank you for your partnership and flexibility, we truly appreciate it.

THE VESTA FOODSERVICE TEAM

SAN FRANCISCO | LOS ANGELES | LAS VEGAS | PHOENIX | HAWAII
562.741.2200 | CUSTOMER.SERVICE@VESTAFOODSERVICE.COM
13527 ORDEN DRIVE, SANTA FE SPRINGS, CA 90670