

The Vesta View

Northern California Market Report



Where Simplicity Shines

"To have a basic ingredient that can be prepared a million different ways is a beautiful thing." – Alice Waters

New! Imported #02468 Baby Kiwi 12bk is now available to pre-order. With the recent dry warm weather, local CA Strawberries such as #01614 Gaviota variety from Harry's Berries are looking beautiful and tasting better each week. They are available for pre-orders for Valentine's day.

Banana supplies are currently limited. This is seasonally a time where less fruit is available. We expect to sub other labels and may see greener fruit for the next few weeks.

New! Imported #17316 Cotton Candy Grapes case is also available for pre-order.

New! #22165 Valentine Pomelos case is now available to order from Ripe To You.

New! Imported #01310 Black Loose Plums and #01312 Red Loose Plums are now available to order. Other specialty import stonefruit, White Peaches, White Nectarines, Donut Peaches,

VESTA UPDATES

Access our Cultivate Winter issue [here](#).
See our latest Product Alert [here](#).

Mark your calendars:

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
Satsuma Tangerine/Ripe to You
Cara Cara Oranges/Ripe to You
Pomegranate/CA
Finger Limes/Shanely Farms *

*Pre-order item

Baby Pineapple is unfortunately gapping again this week. Rambutan season will gap for a couple of weeks; however, Lychee is available for pre-order.

In addition to the existing row crop shortages in the Yuma region, the growing areas are now facing warmer weather and bug pressure. Other items have become limited in supply: Cabbage, Iceberg, Romaine, and Organic Romaine Hearts. They join Broccoli crowns and florets, Cauliflower and florets, Rapini, Broccolini, Brussels Sprouts, Cilantro and Green onions that have been limited for several weeks now. Prices have increased for Iceberg, processed Iceberg mixes, Romaine, Organic Romaine Hearts, and Broccoli. Arugula and Spinach are also limited due to weather conditions that have negatively impacted quality. Please refer to our Product Alert as the gaps in supply will be felt through the rest of the Yuma season as growers are far ahead of their projected harvests.

Babe Farms now has better supplies of French Breakfast and Easter Egg Radish. Their Baby Turnips remain limited; however, their Ninja Radish has improved. Babe Farms Kohlrabi will be very limited for the next few weeks. We are working to cover with an alternative Kohlrabi pack which may run larger in size.

The very cold weather in Florida and Mexico is causing a gap on Yellow Corn that may last for a couple of weeks. White Corn will be substituted in place of Yellow Corn. Jimmy Nardello Peppers from FL are gapping for about a month. Red Fresno Peppers are up in price due to slow color development.

The Tomato category is more active, with tighter supplies due to lower yields and lighter color on arrivals. Round and Roma Tomatoes, along with Yellow Tomatoes, Campari, Cherry and Mixed Medley Tomatoes, are up a little in price this week.

Haricot Vert Beans supplies are tight and may be subbed with Blue Lake beans.

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
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

CA Heirloom Tomatoes	Hidden Rose Apples
Import Cherries	Fresh Cranberries
Quince	Pomelo
Green Dragon Apple	Gold raspberry
Badger Flame Beets	Gold Kiwi
Bergamot	Magic Myrna Potato