

The Vesta View

Southern California/Nevada Market Report



Love at First Bite

"Cooking is like love. It should be entered into with abandon or not at all." — Harriet Van Horne

Blackberries and Blueberries are tighter in supply this week. The freeze in FL has caused many of their Blueberry regions to lose their crop which may affect supply. While the quality and supply of Strawberries are good this week, rainy conditions are expected in CA through most of next week. This may negatively impact the quality and availability of future harvests.

Gold Kiwi has now finished from Zespri and we will soon see CA supplies. Pomegranates have now transitioned to import supplies and will be available in a single layer pack. Import Sharon Persimmon season is beginning to wind down with product from Spain and Israel. The Sharon variety may show some dark browning in the interior that is sugar crystallization.

Baby Pineapple is available again. Rambutan is expected to gap for a couple of weeks, Lychee would be the best substitute.

The outlook for the row crop category is expected to remain challenging through the remainder of the Yuma season as growers expect to be short. A combination of the earlier season

VESTA UPDATES

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

Mark your calendars:

February 14th - Valentine's day

February 16th - Presidents' Day

February 17th - Lunar New Year

BEST FRUIT OPTIONS

Pomelo/CA
Melogold/CA
Cosmic Crisp Apples/WA
Heirloom Navel Oranges/Ripe To You
Tangerines/Ripe to You
Cara Cara Oranges/Ripe To You
Mandarinquats/Ripe to You
Local Oroblanco/Bernard Ranch *
Valentine Pomelo/Ripe To You
Dekopon Shiranui/Ripe To You
Meiwa Kumquats/Garcia Organics
Blood Orange/Ripe to You
Cherimoya/Rincon del Mar Ranch *
Baby Kiwi/Import *
Premium Strawberries/Tamai Family Farms
Organic Gaviota Strawberries/Harry's Berries *
Pineberries/USA *

* Pre-order item

running weeks ahead, and delays caused by rain in late November, has caused gaps for many items industry wide. The warm weather and increased bug pressure has also affected supply and quality. Cabbage, Iceberg, Romaine and Romaine Hearts, Cauliflower, Broccoli, Broccolini, Cilantro, Green Onions, Kale, Baby Kale, Arugula, and Spinach are all items that are more limited in availability as are their organic counterparts. The “whole” product supply limitations are also affecting pre-cut products. Prices are increasing due to higher demand than supply. Celery has become more limited again and may be running smaller. Growers from MX to the Central Coast are experiencing challenges as well. B&W Baby Watercress 12ct Green and Red are also limited due to the cold FL weather. We will have some product available next week, but please consider Spinach, Uplandcress, or Petite Purple Watercress as alternatives.

New! #18251 White Spring Onions w/tops 10lb and #19296 Red Spring Onions w/tops 10lb are now available to order from Riverdog Farm. In addition, New! #11824 Green Spring Garlic 1lb will be arriving tomorrow for orders on Friday. Planet Carrots will be limited for the next few weeks from Babe Farms.

New! #29223 Easter Egg Radish 50ct from Girl and Dug Farm are now available to pre-order. New! #29222 Cider Pop Tomatoes 5lb from Girl and Dug Farm are also available. This item is similar to a yellow grape tomato but contains a more block-y shape like that of a bell pepper. The #29124 Fioretto Purple Cauliflower 4lb is available again for an estimated time of 3-4 weeks.

Red Fresno Chili Peppers continue to be limited and up in price. Other peppers that have seen a price increase are Habaneros, Anaheim, Hungarian, and Yellow chili peppers. Gold and Red Bell Pepper supplies are tighter this week.

Blue Lake Beans are up in price as the cold weather has affected the product. Haricot Vert will be tight for another 1-2 weeks, so please expect to see substitutions for Blue Lake Beans.

Baby Squash is limited and up in price whereas Gold Summer Squash is much more limited.

Tomatoes remain limited; the most affected are Cherry Heirloom Tomatoes, Campari, and Cluster Cherry Tomatoes. Roma supplies are more limited due to quality issues, light color, and a shorter shelf life. Yellow and White Corn prices are up due to colder weather impacting supplies.

Japanese and Chinese Eggplant as well as Long Beans, sourced from MX have also become more limited due to cold weather.

BEST PLATE VEGETABLES

Baby Whole Head Lettuce
Cabbage
Carrots
Chicories
Fennel
Hard Squash
Mushrooms
Mustard Greens
Potatoes
Sprouting Cauliflower
Snap Peas
Sweet Potatoes

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Yellowfoot Mushrooms/USA *
Hedgehog Mushrooms/USA *
Black Trumpet/USA *
Cherry Mixed Tomatoes/Valdivia
Spigarello/Jimenez Farms *
Aspabroc (Broccolini)/2 peas in a Pod *
Tomato Medley Mix/Girl and Dug
Gungogu Sweet Potato/Girl and Dug *
Oca Medley/Girl and Dug *
Delicata Squash/CA
Badger Flame Beet/Row 7 Seeds Co.
Fava Beans/MX
Salanova Red Butter Lettuce/Babe Farms
Salanova Green Butter Lettuce/Babe Farms
Pink Rhone Gem Lettuce/Babe Farms
Sprouting Cauliflower/CA
Snap Peas/CA

*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

Import Cherries	Fresh Cranberries
Quince	Pomelo
Green Dragon Apple	Jimmy Nardello Peppers
Badger Flame Beets	