

The Vesta View

Northern California Market Report



April in Full Bloom

"April prepares her green traffic light and the world thinks go." — Christopher Morley

CA Strawberries have been through a heatwave and now a little rain; please expect to see some quality issues. Blackberries and Raspberries are tighter in supply. The Blueberry market is also more active as current growing regions are reporting less supply.

Late season import Grapes across all varieties including Cotton Candy, Red, Green, and Black are showing some quality issues as the season winds down.

New! #20580 Ambrosia Apples 72/88ct, #20582 Kanzi Apples 80/88ct, #20583 Kiku Apples 88ct, and #22905 Jazz Apples 72/88ct are now in stock. These apples present more flavorful options beyond the staple apples, as well as the Envy and Cosmic Crisp. Please ask your sales rep for suggestions.

Pixie Tangerines are eating well and are sweet despite their skin appearance; the fruit is showing green caused by the warm nights negatively impacting color. The Lime market continues to be very elevated due to limited supplies impacted by weather.

VESTA UPDATES

Access our Cultivate Winter issue [here](#).
Find Fresh Origins Spring Inspiration [here](#).

Mark your calendars:

April 2nd - Passover Begins
April 3rd - Good Friday
April 5th - Easter Sunday
April 20th - Earth Day
May 5th - Cinco de Mayo

BEST FRUIT OPTIONS

Heirloom Navel Oranges/Ripe to You
Blood Oranges/Ripe to You
Pixie Tangerines / Ripe to You
Tangerines/Ripe to You
Cara Cara Oranges/Ripe to You
Pineberries/USA
Local Organic Strawberries/Tomatero Farms
Honey Mangoes/MX
Muscat Grapes/Chile
Rhubarb/USA

*Pre-order item

Hothouse Rhubarb was expected this week but has been delayed and should arrive early next week. Supply will be limited so please plan accordingly.

The Yuma to Salinas transition continues this week, with a few more growers moving back to CA. There are some quality issues on Tender Leaf (Spinach and Arugula), Romaine, and Iceberg Lettuces Whole and pre-cut, as well as Cilantro. Better quality is expected once things settle later this month. Cauliflower prices are lower this week. Artichoke supplies remain limited for the next two weeks.

New! #00352 Baby Wild Ramps 1lb are now in stock and available. Supplies might be light to start, but the season has just begun and more will become available moving forward.

Easter holiday is driving demand up this week and MX growers and workers will be taking time off for the holiday. This is expected to tighten already limited supplies further on key items through early April. Haricot Vert and Blue Lake Beans remain very tight with Blue Lake markets continuing to move up. Red Fresno Chile Peppers and Cucumbers across all specs are up in price this week. Jalapenos, Anaheim, Hungarian Peppers, and Long Hots are all up in price due to ongoing supply pressure. Green and Red Bell Peppers are short and up in price, with early harvesting contributing to the tightening on Red Bells. Peeled Bulk Tomatillos are up in price this week.

The Tomato category remains deeply short across all specs. With very little supply coming from Florida, high demand, crop disease, tariffs, and MX holiday observances this next week, availability will remain challenged through mid April.

Best foraged mushroom options this week are Morels for wild, with cultivated options available to supplement. Yellowfoot, Hedgehog, and Black Trumpet Mushrooms have finished for the season. Chanterelles are expected back in a few weeks.

BEST PLATE VEGETABLES

Asparagus
Brussels Sprouts
Cabbage
Fennel
Gem Lettuce
Mushrooms
Potatoes
Snap Peas
Sweet Potatoes
Whole Head Lettuce

SEASONAL/LOCAL VEGGIES & FRUITS

Chef's Blend Mushrooms/CA
Yellowfoot Mushrooms/USA
Hedgehog Mushrooms/USA
Trumpet Mushrooms/USA
Satsuma Tangerine/Ripe to You
Mixed Chicories Endive/Comanche Creek
Spigarello/Countyline Harvest
Local Premium California Asparagus
Fava Beans/MX
Sugar Snap Peas/Comanche Creek
Purple Snap Peas/Comanche Creek
Fiddlehead Ferns/USA
Fuzzy Almonds/USA
Red and White Spring Onions/Riverdog
Green Garlic/Riverdog Farm

*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

Badger Flame Beets
Red Loose Plums
Black Loose Plums
Fuyu/Sharon Persimmon
Shinko Pears
Pineberries