

The Vesta View

Northern California Market Report



Cherry-ish The Moment

"Life is just a bowl of cherries, don't take it serious, its mysterious." — Bob Fosse

Strawberry and Blackberry supply remains steady and has not been affected by the recent CA rain. Blueberries and Raspberries are in shorter supply.

New! #01081 CA Cherries case will be arriving this weekend, available for Monday orders. We anticipate more exciting Stonefruit offerings to be available in the coming weeks.

Imported Grapes are showing more quality issues and tighter supplies. Green Grapes are showing the most quality issues whereas Red Grapes are the best in supply and quality. Black Grapes are becoming tighter. We expect the MX Grape season to start in May, however, their harvest will be lower than normal.

Rhubarb item #00580 is back in stock, and supplies look good just in time for Mother's day menu planning. Passionfruit is becoming very limited as the last of CA supplies finish. It looks like there will be a gap for a few weeks as the FL supply was

VESTA UPDATES

Access our Cultivate Winter issue [here](#).
Find Fresh Origins Spring Inspiration [here](#).
Mother's Day Dining with Fresh Origins [here](#).

Mark your calendars:

April 20th - Earth Day
May 5th - Cinco de Mayo
May 10th - Mother's Day
May 25th - Memorial Day

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
Cherries/CA

*Pre-order item

wiped out by the freeze this past Winter. Import Fig season is winding down and supplies are hit or miss. CA season is expected to start in early June.

The transition from Yuma to Salinas has finished, however the February rains are still affecting the quality and supply of several products. Cauliflower Whole and Florets are up in price, with Florets being pro-rated. Broccoli Whole and Florets are up in price with the possibility of Florets being pro-rated this week. Iceberg Lettuce and Romaine Hearts are tighter in supply, with Iceberg Lettuce increasing in price. Celery and Brussels Sprouts are experiencing tight supply and an increase in price. Baby Kale is in better supply and is no longer pro-rated. Spinach and Arugula are tight. Castelfranco and Treviso supplies remain limited domestically. We are bringing in #27286 Import Castelfranco 5.5lb to cover orders until supplies improve.

Yellow Corn will be limited for another 1-2 weeks until supply out of the CA Desert is ready. We have brought in #02459 Bi-Color Corn to sub until Yellow Corn is available again. White Corn is available as another option. Cucumbers, both field and Hot House, and Red and Gold Bell peppers will remain limited in supply for the next 2-3 weeks. Haricot Vert and Blue Lake Beans remain tight in supply as well.

Commodity Tomato supply continues to be limited with the quality being fair at best and the color running light and checkerboard. Round Tomatoes and Cherry Tomatoes are very limited and up in price again this week. Roma Tomatoes, though in better supply, have not returned to normal levels. Grape Tomatoes are a lower price and better supply option for Cherry Tomatoes.

New! 00806 Lemon Verbena 4oz is available to pre-order.

BEST PLATE VEGETABLES

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

SEASONAL/LOCAL VEGGIES & FRUITS

Chefs Blend Mushrooms/CA
Trumpet Mushrooms/USA
Satsuma Tangerine/Ripe to You
Mixed Chicories Endive/Comanche Creek
Spigarello/Countyline Harvest
Stinging Nettles/USA
Ramps/USA
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

| | |
|-------------------|-----------------|
| Black Loose Plums | Shinko Pears |
| Buddha Hands | Forelle Pears |
| CA Meyer Lemons | Seckel Pears |
| Valentine Pomelos | CA Passionfruit |
| CA Cherimoya | |