

The Vesta View

Southern California/Nevada Market Report



Cherry-ish The Moment

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

New! #10563 Pakistani Mulberries 12bk from Forbidden Orchards are now available to pre-order. Strawberry and Blackberry supply remains steady and has not been affected by the recent CA rain. Blueberries and Raspberries are in shorter supply.

New! 14305 Red Cactus Pears case are available for pre-order.

New! #13231 Premium Cherries 4lb from Murray Family Farms and #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.

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

Cosmic Crisp Apples/WA
Kanzi Apples/WA
Heirloom Navel Oranges/Ripe To You
Tangerines/Ripe to You
Cara Cara Oranges/Ripe To You
Meiwa Kumquats/Garcia Organics
Blood Orange/Ripe to You
Pixie Tangerines/Ojai
Oro Blanco/Bernard Ranch *
Honey Mangoes/MX
Muscat Grapes/Chile
Cherimoya/Rincon del Mar Ranch *
Premium Strawberries/Tamai Family Farms
Organic Gaviota Strawberries/Harry's Berries
Pineberries/CA

* Pre-order item

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 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
Baby Whole Head Lettuce
Brussels Sprouts
Cabbage
English Peas
Fava Beans
Fennel
Gem Lettuce
Herbs
Mushrooms
Snap Peas

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Morel Mushrooms/Import
Spigarello/Countyline Harvest *
Spring Onions Red/Riverdog Farms
Spring Onions White/Riverdog Farms
Ramps/USA
Green Spring Garlic/Riverdog Farms
Premium CA Asparagus
Tomato Medley Mix/Girl and Dug
Gungogu Sweet Potato/Girl and Dug *
Fava Beans/MX
Salanova Red Butter Lettuce/Babe Farms
Salanova Green Butter Lettuce/Babe Farms
Pink Rhone Gem Lettuce/Babe Farms
Snap Peas/CA
English Peas/MX
Cornichon Cucumbers/Girl & Dug
AAA White Jumbo Asparagus/Holland *

*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	