

The Vesta View

Northern California Market Report



Lettuce Celebrate Spring!

"Don't judge each day by the harvest you reap but by the seeds that you plant." — Robert Louis Stevenson

Rain and hail this late in Spring is unusual and the fluctuating warm weather early in the year started harvest early for CA growers. Now the cooler weather along with delays in harvest may negatively impact some crops, especially with more rain expected this weekend.

Strawberries will continue to show quality issues for the next week or so due to the rain causing a shorter shelf life and white shoulders on the product. Tamai Strawberries will be temporarily unavailable for orders due to rain shortening their shelf life. Blackberries remain in steady supply while Blueberries and Raspberries are shorter in supply.

New! #28517 Ruby Red Kiwi 8/1lb from Zespri will be arriving for weekend orders. The season is expected to go through May. A welcome addition for Mother's Day menus.

New! #25113 Organic Cherries 10lb from Frog Hollow Farm are now available to order. New! #01250 Yellow Peaches 2-layer case, the first of the CA season, are available to order.

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:

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

The sweetness and size will improve as we get deeper into the season.

Several Row crop items are limited and the recent rain in CA will cause harvest delays and may impact quality. Cauliflower Whole, Florets, and Color/Rainbow Cauliflower are very limited and up in price. Pro-rates are in place on all Cauliflower currently. Iceberg has also jumped up in price, with Romaine and Romaine hearts taking a smaller increase. Both Iceberg and Romaine are showing some quality concerns, and we are seeing a shorter shelf life in the pre-cut items. Broccoli, Celery, Brussels Sprouts, Artichokes, and Tender leaf items such as Baby Kale, Arugula, and Spinach also remain tight in supply.

Hot House Cucumbers and Soft Squash are very short as MX winds down quickly. Shishito Peppers have come down in price and will continue to do so now that the product is sourced out of the desert. Jalapenos just started from the desert and should also bring price relief. Tomatillos are expected to decrease in price as new fields have started in MX. Red and Yellow Bell Peppers are limited due to very poor quality. Please expect to see smaller sized product due to lack of availability of larger sizes.

Commodity Tomatoes remain extremely limited and quality is fair at best with light color and blemishes being some of the issues we have seen. Rounds and Romas are very challenging this week. Cherry Tomatoes, while light in supply, are expected to improve next week.

Import and Domestic Asparagus are limited and may be short or pro-rated. The regular codes are affected by much lower yields out of MX due to a mild winter and waiting for the next growing area in MX to begin. Peru is just now getting started, and we hope to see supplies improve. CA season will also get lighter in supply as we move into May, especially on jumbo and large sizes.

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

Buddha Hands
CA Meyer Lemons
Valentine Pomelos
CA Cherimoya
Shinko Pears
Forelle Pears