

# The Vesta View

Southern California/Nevada Market Report



## Berry Much in Season

*"If we had no winter, the spring would not be so pleasant."  
— Anne Bradstreet*

Strawberries continue to show some post rain issues but is improving in quality. Blackberries remain in steady supply. Blueberries and Raspberries continue to improve in supply.

#03640 Gold Kiwi 1-layer is back in stock from Zespri, which should show a noticeable improvement in color and flavor. As a reminder, we also have #28517 Ruby Red Kiwis from Zespri which has a beautiful pink-red color and berry-like flavor. This new variety has a short season you won't want to miss.

New! #10572 Organic Apricot case from Frog Hollow Farm will be available to order this weekend. CA Cherries have come down in price. Over the next few weeks we will have many stonefruit updates to share as they become available.

After experiencing rain in the Salinas growing area, many row crop and tender leaf items have been affected with tight supplies and price increases. All Cauliflower Whole and Floret specs are on pro-rate, including colorful options. We expect to

## 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 5<sup>th</sup> - Cinco de Mayo  
May 10<sup>th</sup> - Mother's Day  
May 25<sup>th</sup> - Memorial Day

## BEST FRUIT OPTIONS

Cosmic Crisp Apples/WA  
Kanzi Apples/WA  
Tangerines/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  
Organic Gaviota Strawberries/Harry's Berries  
Pineberries/CA  
Pakistani Mulberries/Forbidden Orchards  
Premium Cherries/Murray Family farms  
Cherries/CA  
Rhubarb/WA  
RubyRed Kiwi/New Zealand

\* Pre-order item

see better supplies in 2-3 weeks. Broccoli Whole and Florets are also very limited. Celery remains tight in supply and up in price. Iceberg Lettuce and Romaine Hearts increased in price some more this week. Celery Root is up in price. Baby Kale is limited and may be pro-rated. Spinach and Arugula remain in tight supply. Baby Artichokes remain very limited and will continue to have a pro-rate in place.

Bulk Whole English Peas has finished out of MX due to poor quality; this is earlier than usual as the weather affected the CA season and some growers did not grow the product. While there may be a little bit more product available in the next couple of weeks, it is not likely to be a sustainable menu option.

MX Soft Squash is winding down quickly, with yellow being much shorter than green, and green showing inconsistent size. CA squash is expected to start next week. Yellow Corn will begin its desert/Brawly season next week. Blue Lake Beans remain tight but did see a price decrease this week. Red and Gold Bell Peppers remain limited and may run smaller in size with fair quality as we wait for the CA season to start in a few weeks. Shishito, Jalapeno, and Tomatillo prices are starting to ease as there are better supplies now.

Round Tomatoes continue to be very limited and increasing in price. Roma Tomatoes are in better supply but also remain limited as demand continues to exceed supply. Grape Tomato supplies are improving and gradually coming down in price.

#19882 Premium Porcini 3lb are available for pre-order. Ramp season will wind down in mid-May; now would be a great time to feature Ramps while you can.

## BEST PLATE VEGETABLES

Asparagus  
Baby Whole Head Lettuce  
Brussels Sprouts  
Cabbage  
Fava Beans  
Fennel  
Gem Lettuce  
Herbs  
Kale  
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

Buddha Hands	Shinko Pears
CA Meyer Lemons	Forelle Pears
CA Cherimoya	Fava Beans
Ramps	Spring Garlic
English Peas	