

The Vesta View

Southern California/Nevada Market Report



Rind over matter

"For it's the sweetheart kissin' season. And all the world's in rhyme. When it's watermelon sweet love tellin' time" by Paul Francis Webster and Hoagy Carmichael

Stonefruit season means Summer with Cherries, Apricots, Peaches, Nectarines, Plums and Pluots. With the early start, reduced chill hours, and unseasonal rain and hail for some, growers are reporting uneven harvest timing and gaps between varieties. This may mean an earlier finish than normal across multiple growing regions. CA Cherries are winding down, fruit may be smaller this week but we should see the return to our larger sizes when WA begins next week.

Weiser Melons are now in stock. New! #12645 Piel De Sapo Case, New! #10656 Cavaillo Case, New! #14643 Sugar Cube Weiser Case, New! #15077 Toybox Case, New! #24398 Arava Local Case. For more great Farmers Market fruit options ask your Sales rep for a copy of our Local Report.

VESTA UPDATES

Access our Cultivate Spring issue [here](#).
Read our latest Row Crop Product Alert [here](#).

Mark your calendars:

June 19th - Juneteenth
June 21st - Father's Day
July 4th - Independence Day

BEST FRUIT OPTIONS

Oro Blanco/Bernard Ranch *
Fingerlimes/Shanley Farms
Honey Mangoes/MX
Muscat Grapes/Chile
Organic Gaviota Strawberries/Harry's Berries
Pineberries/CA
Pakistani Mulberries/JG Berries *
Premium Cherries/Murray Family farms
Cherries/CA
Tree Ripe Peaches/Barron & Regier Family Farms
Tree Ripe White Peaches/Barron & Regier Family Farms
Tree Ripe Yellow Nectarines/Barron Family Farms
Tree Ripe Plums/Barron Family Farms
Organic Apricots/Frog Hollow Farms
Organic Peaches/Frog Hollow Farms
Rhubarb/WA
Gold Kiwi/New Zealand
Gold Raspberries/JG Berries*
* Pre-order item

Lychee is available by pre-order, a good option as Rambutan remains unavailable. Red Kiwi is finishing, get them this week before they're gone. CA figs are starting; this is the short Breba crop which lasts for a few weeks before gapping until the main season in late July.

Salinas supplies are much improved on Cauliflower, Broccoli, Florets, Broccolini, Iceberg and Baby Iceberg Lettuce. Romaine supply remains limited and is expected to for the next few weeks due to disease pressure and good demand. Fennel remains limited. Celery, Treviso, and Castelfranco are improving.

Regular import White Asparagus is available and European White AAA Asparagus will be finishing in the next couple of weeks. CA Asparagus – Delta Queen label will finish end of next week.

Yellow Corn will arrive this weekend for next Monday. Until then we will have Bi-color and White as sub options. Acorn Squash will be short for the next couple of weeks until the new growing area begins. Alternatives would be Butternut, Kabocha or Delicata squash.

New! #25390 Premium Tomato Heirloom Mix 1 layer case from Tutti Frutti will be in stock for orders this Friday. We'll see more local tomato options in June.

Avocado prices are increasing as growers in MX postpone harvest creating stronger late-season pricing. CA growers are working to fill this gap, but markets are expected to stay elevated until import supplies from Peru and Columbia increase and MX begins a new crop in July.

Ramps are finishing this week with Fiddlehead Ferns winding down in the next few weeks. Garlic Scapes are available by special order as the season is very brief. Morels and Porcinis are great wild options for pre-order; however Chanterelles are starting and we should have in stock this weekend.

BEST PLATE VEGETABLES

Baby Whole Head Lettuce
Broccolini
Brussels Sprouts
Cabbage
Cauliflower
Fennel
Gem Lettuce
Green Beans
Herbs
Snap Peas
Summer Squash

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Morel Mushrooms/Import *
Porcini Mushroom/USA *
Spigarello/Countyline Harvest *
Spring Onions Red/Riverdog Farms
Spring Onions White/Riverdog Farms
Nantes Carrots/Weiser Farms
Tomato Medley Mix/Girl and Dug
Gungogu Sweet Potato/Girl and Dug *
Salanova Red Butter Lettuce/Babe Farms
Salanova Green Butter Lettuce/Babe Farms
Pink Rhone Gem Lettuce/Babe Farms
Snap Peas/CA
Mixed Summer Squash/Her Produce *
Goldbar Squash/Weiser Farms *
Cornichon Cucumbers/Girl & Dug
Lemon Cucumbers/Country Rhodes
AAA White Jumbo Asparagus/Holland *
Premium Heirloom Tomatoes/Tutti Frutti
Cucamelons/McGrath Family Farmers
Magic Myrna Potatoes/Weiser Farms*
Dragon tongue Beans/2 Peas*

*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

Ramps	Forelle Pears
Kumquats	CA Cara Cara Oranges
Pixie Tangerines	CA Tangerines
Heirloom Navel Oranges	CA Meyer Lemons
Fava Beans	Ruby Red Kiwi
Premium CA Asparagus	