

The Vesta View

Northern California 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."

- 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, and New! #24398 Arava Local Case. For more great Farmers Market fruit options ask your Sales rep for a copy of our Local Report.

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.

VESTA UPDATES

Access our Cultivate Spring issue [here](#).
See our Memorial Day Schedule [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

Heirloom Navel Oranges/Ripe to You
Blood Oranges/Ripe to You
Pixie Tangerines/Ripe to You
Tangerines/Ripe to You
Pineberries/USA
Honey Mangoes/MX
Rhubarb/USA
Apricots/Frog Hollow
Organic Peaches/Frog Hollow
Peaches/Family Tree Farms
Nectarines/Family Tree Farms
Donut Peaches/Family Tree Farms
Gold Kiwi/New Zealand
Cherries/CA

*Pre-order item

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.

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

Asparagus
Brussels Sprouts
Cabbage
Fennel
Gem Lettuce
Green Beans
Kale
Mushrooms
Snap Peas
Summer Squash
Whole Head Lettuce

SEASONAL/LOCAL VEGGIES & FRUITS

Chef's Blend Mushrooms/CA
Morel Mushrooms/Import
Mixed Chicories Endive/Comanche Creek
Spigarello/Countyline Harvest
Ramps/USA
Local Premium California Asparagus
White Asparagus/Holland
Sugar Snap Peas/Comanche Creek
Mixed Toybox Squash/Countyline
Lemon Cucumber/CA
Whole Head Baby Mix Lettuce/Countyline
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

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	