

The Vesta View

Southern California/Nevada Market Report



Grapes Take Center Stage

"When we are crushed like grapes, we cannot think of the wine we will become." — Henri Nouwen

Specialty berries are winding down, with Olallieberries, Boysenberries, and Marionberries finishing up and Pakistani Mulberries close behind. Blackberries are holding with good variety still available, and Gold Raspberries are expected to continue into December. Blueberries remain tight, with Mexico and California winding down ahead of Oregon's volume.

New! #25406 Green and Yellow Pluots are now in stock from Family Tree, a low-acid, very sweet variety. New! #10603 Organic Pluots from Frog Hollow are also available, stepping in now that their Santa Rosa plum season has finished.

California Grapes have arrived and are now in stock in both green and red. More varietal Grape offerings are becoming available with Champagne and Candy Snap Grapes soon to be in stock, and Thomcord Grapes available for pre-order from Barron Family Farms at the Farmers Market.

Buddha Hand Lemons are back for a short window in very limited supply, a fragrant citron prized for its zest and aromatics.

VESTA UPDATES

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

Mark your calendars:

July 4th - Independence Day
September 7th - Labor Day
September 22nd - Fall Equinox

BEST FRUIT OPTIONS

Fingerlimes/Shanley Farms
Honey Mangoes/MX
Organic Gaviota Strawberries/Harry's Berries
Cherries/WA
Rainier Cherries/WA *
Tree Ripe Peaches/Barron & Regier Family Farms
Tree Ripe Yellow Nectarines/Barron Family Farms
Tree Ripe Plums/Barron Family Farms
Organic Peaches/Frog Hollow Farms
Plumsicle/HMC Farms
Green/Yellow Skin Pluots/Family Tree Farms
Toybox Melons/Weiser Farms
Rhubarb/WA
Gold Kiwi/New Zealand
Gold Raspberries/JG Berries *
Lychee/Import *

* Pre-order item

With the CA and AZ desert seasons finished early from low yields and disease, there will be a gap until Central Valley begins with volume after the first week of July. Cantaloupe, Honeydew, and Mixed Melons will be limited over the next week or two. Honeydew will be a mix of CA and MX fruit as we try to cover as best as possible. Please expect shorts and pro-rates and consider other fruit for large orders. Watermelon is tightening as well, with quality softening through the transition.

Romaine and Romaine Hearts remain elevated on persistent disease pressure, though supply is finally starting to improve, including organic options. Iceberg stays limited with firm pricing. Caulilini has improved this week. Broccoli Crown supplies are tighter this week. Large Artichokes seem to be improving in supply, however, Baby Artichokes continue to be limited.

New! #29571 Water Spinach (Ong Choy) 10bu is now available for pre-order, packed specifically for foodservice with very nice arrival quality. B&W Red Watercress is running short and will likely stay tight through the summer as warm weather affects its color, so Petite Purple Watercress and cleaned Baby Leaf Watercress are the best alternatives.

Asparagus is tightening sharply as growing regions transition, with domestic, Mexican, and Canadian supply all winding down and only light early volume from Central and South America. Expect limited availability over the next several weeks, with the largest sizes shortest. Imported White Asparagus remains available.

Baby Squash has bounced back to better supply this week, and Soft Squash is in good shape overall. Squash Blossoms remain steady.

Tomatoes are in good supply with prices easing across Rounds, Romas, and Heirlooms. Heirloom and Yellow varieties are both improving, and Grape Tomato volume should pick up soon. The Farmers Market is full of options, including Early Girls, Sungolds, Munak's Sweet 100s, Pineapple, and Persimmon Tomatoes.

BEST PLATE VEGETABLES

Baby Whole Head Lettuce
BBQ/Spring Onions
Broccolini
Brussels Sprouts
Cauliflower
Corn
Cucumbers
Gem Lettuce
Green Beans
Herbs
Summer Squash
Tomatoes

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Morel Mushrooms/Import
Porcini Mushroom/USA *
Chanterelle Mushrooms/USA
Spring Onions Red/Riverdog Farms
Spring Onions White/Riverdog Farms
Tomato Medley Mix/Girl and Dug
Salanova Red Butter Lettuce/Babe Farms
Salanova Green Butter Lettuce/Babe Farms
Pink Rhone Gem Lettuce/Babe Farms
Mixed Summer Squash/Her Produce *
Goldbar Squash/Weiser Farms *
Premium White & Yellow Corn/Brentwood
Cornichon Cucumbers/Girl & Dug *
Lemon Cucumbers/Country Rhodes
Premium Heirloom Tomatoes/Tutti Frutti
Early Girl Tomatoes/McGrath Farms *
Sungold Tomatoes/Munak Ranch
Cucamelons/McGrath Family Farmers *
Magic Myrna Potatoes/Weiser Farms *
Dragon Tongue Beans/2 Peas *
Cranberry Beans/2 Peas *
Lemon Balm/CA *

*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

Kumquats	CA Cara Cara Oranges
Heirloom Navel Oranges	CA Tangerines
Nantes Carrots	CA Meyer Lemons
Santa Rosa Plums	CA Navel Oranges
FH Apricots	Fiddlehead Ferns