

# The Vesta View

Northern California 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 4<sup>th</sup> - Independence Day

September 7<sup>th</sup> - Labor Day

September 22<sup>nd</sup> - Fall Equinox

## BEST FRUIT OPTIONS

Fingerlimes/Shanley Farms  
Organic Local Strawberries/Tomatero Farms  
Pineberries/USA  
Honey Mangoes/MX  
Cherries/WA  
Rainier Cherries/WA  
Peaches/Family Tree Farms  
Nectarines/Family Tree Farms  
Donut Peaches/Family Tree Farms  
Organic Peaches/Frog Hollow  
Pluots/Frog Hollow  
Green/Yellow Pluots/Family Tree Farms  
Plumsicle/HMC  
Rhubarb/WA  
Toybox Melons/Weiser  
Gold Kiwi/New Zealand

\*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 Cranberry Beans, Painted Serpent Cucumbers, Seascape Strawberries, Dragon Tongue Beans, and more!

## BEST PLATE VEGETABLES

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

## SEASONAL/LOCAL VEGGIES & FRUITS

Chef's Blend Mushrooms/CA  
Morel Mushrooms/Import  
Sugar Snap Peas/Comanche Creek  
Yellow Wax Beans/Dwelly  
Romano Beans/Dwelly  
Mixed Toybox Squash/Countyline  
Lemon Cucumber/CA  
Whole Head Baby Mix Lettuce/Countyline  
Red and White Spring Onions/Riverdog  
Local Premium Brentwood Corn  
Toybox Tomatoes/Comanche Creek  
Sungold Tomatoes/Comanche Creek  
La Cocina Heirloom Tomatoes/Comanche Creek  
Local Organic Strawberries/Tomatero Farms  
Red Pluots/Frog Hollow  
Green/Yellow Pluots/Family Tree

\*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