

The Vesta View

Southern California/Nevada Market Report



The Heat Is On!

"If you can't stand the heat, get out of the kitchen."

— Harry S. Truman

While the current heat is not expected to dramatically disrupt supplies, prolonged extreme temperatures could begin affecting several crops later this month.

Blackberries are very short with pro-rates continuing until the Oregon season starts next week, and quality has been variable with shorter shelf life. Raspberries remain limited, though pro-rates have been removed, with some overripe fruit arriving. Strawberries are steady in supply with some quality issues. Blueberries have improved in both supply and quality out of Oregon. Harry's Berries are entering their off season with fewer supplies and will no longer be stocked, though they remain available to pre-order from the Santa Monica Farmers Market.

WA Cherries are ending early, with grower volume running at roughly half of last year's levels and the season expected to close by month's end.

New! #25404 Cherry Plums case and New! #26328 Mottled Skin Pluots are now available to order from Family Tree. The Cherry Plums have a short season.

VESTA UPDATES

Access our Cultivate Summer issue [here](#).

Mark your calendars:

September 7th - Labor Day

September 22nd - Fall Equinox

October 12th - Columbus Day

BEST FRUIT OPTIONS

Fingerlimes/Shanley Farms

Honey Mangoes/MX

Tree Ripe Peaches/Barron & Regier Family Farms

Tree Ripe Yellow Nectarines/Barron Family Farms

Tree Ripe Plums/Barron Family Farms

Velvet Apricots/Kingsburg

Organic Peaches/Frog Hollow Farms

Plumsicle/HMC Farms

Cherry Plums/Family Tree Farms

Green/Yellow Skin Pluots/Family Tree Farms

Champagne Grapes/CA

Candy Snap Grapes/CA

Rocky Sweet Melon/Munak Ranch *

Rhubarb/WA

Gold Kiwi/New Zealand

Gold Raspberries/JG Berries *

Lychee/Import *

* Pre-order item

New! #16034 Thomcord Grapes are available for Saturday orders, joining Champagne and Candy Snap. CA Grape supply and quality are both good.

The CA Fig main crop has begun, with both Brown Turkey and Black Mission Figs available and looking nice.

Melon supplies have caught up and pro-rates have been removed on Cantaloupe and Honeydew. All melons are now coming from the Central Valley. Mixed melons remain limited with Tuscan varieties still gapping, and Weiser Farms melons should improve over the next one to two weeks.

Row crop supply is in much better shape than it has been all season, and Lettuce prices are continuing to drop across the board. Fennel supplies are improving, and Baby Artichokes have improved with better coverage from Ocean Mist. Broccoli Crowns remain a little tight as some growers shorted orders. Purple Napa Hearts are short due to sizing issues with no firm return date, and Mache is short this week, with import supplies being considered moving forward.

New! #13600 Hatch Chiles 25lb, the famous New Mexico chile, are available to order for Saturday. Expect Medium to Hot heat.

Asparagus supplies continue to tighten as regions transition. Expect limited availability in the weeks ahead, with XL and Jumbo shortest in supply and Medium and Large slightly better. Imported White Asparagus is available through this month.

New! #19048 Premium Lobster Mushrooms 3lb are now available to pre-order. Chanterelles remain the best option and are stocked, Porcini are available by pre-order, and Morels are finishing with small quantities still available.

BEST PLATE VEGETABLES

Baby Whole Head Lettuce
BBQ Onions
Broccolini
Corn
Cucumbers
Eggplant
Gem Lettuce
Green Beans
Herbs
Hot Peppers
Summer Squash
Sweet Peppers
Tomatoes

SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko
Chanterelle Mushrooms/USA
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/Beylik *
Gold Bar Squash/Beylik *
Premium White & Yellow Corn/Brentwood
Cornichon Cucumbers/Girl & Dug *
Lemon Cucumbers/Country Rhodes
Jimmy Nardello Peppers/Weiser
Premium Heirloom Tomatoes/Tutti Frutti
Early Girl Tomatoes/McGrath Farms *
Sungold Tomatoes/Munak Ranch
Cherry Mix Tomatoes/Her Produce *
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	Morels
CA Tangerines	Fiddlehead Ferns
CA Navel Oranges	