

The Vesta View

Northern California 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
Organic Local Strawberries/Tomatero Farms
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/ Zuckerman Farms
Galia Melons/Full Belly Farms
Candy Snap Grapes/CA
Champagne Grapes/CA
Gold Kiwi/New Zealand

*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

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/Riverdog Farm
Lemon Cucumber/Comanche Creek
Whole Head Baby Mix Lettuce/Countyline
Organic Local Baby Mix Cut Lettuce/Jayleaf
Local Premium Brentwood Corn
Toybox Tomatoes/Comanche Creek
Sungold Tomatoes/Comanche Creek
La Cocina Heirloom Tomatoes/Comanche Creek
Early Girl Tomatoes/Comanche Creek
Organic Local Mixed Heirloom Tomatoes/Comanche..
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	Morels
CA Tangerines	Fiddlehead Ferns
CA Navel Oranges	