

The Vesta View

Northern California Market Report



Sun-kissed Harvest

"Warm summer sun, shine kindly here." — Mark Twain

Strawberries are showing some quality concerns which are also impacting supply; there may be substitutions of different labels over the next couple of weeks.

Stonefruit season is winding down quickly as the early start this year is shortening the season for many growers. Some growers are finishing up while others expect to have product through September.

New! #10722 Organic Warren Pears from Frog Hollow are arriving a few weeks earlier than usual, expected to be in stock this week. CA Comice, Forelle, French Butter, and Seckel Pears remain in stock.

Grapes are seeing some heat related quality issues this week, including browning on green varieties and softness on reds, though CA supply overall remains fair.

Avocado supply is steady, though some checkerboard, or uneven, ripening may continue over the next few weeks as MX

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
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
Rhubarb/WA
Toybox Melons/ Zuckerman Farms
Galia Melons/Full Belly Farms
Candy Snap Grapes/CA
Champagne Grapes/CA
Cotton Candy Grapes/The Grapery
Moon Drop Grapes/The Grapery
Gum Drop Grapes/The Grapery
Black Mission Figs/CA
Candy Stripe Figs/CA
Warren Pears/Frog Hollow
Gold Kiwi/New Zealand
*Pre-order item

Loca season matures and CA's late season product winds down.

Row crop supplies are starting to tighten as the demand increases and persistent heat and humidity contribute to disease pressure, bug pressure, and lower yields. Due to these conditions, multiple crops are showing defects including decay, internal burn, long core or seeder, and a shortened shelf life. Green Cabbage, Baby Bok Choy, and Harvest Mix Whole Heads are more limited and may be substituted with other labels. Green Onions are getting tighter and increasing in price. Artichokes have become very limited, especially larger sizes; we may substitute 36ct for 24ct due to availability. The Brussels Sprout market is active, with sizing being inconsistent.

Asparagus remains a challenge with limited supplies expected over the next few weeks; relief is anticipated once the new growing areas in Peru and Mexico begin. This is seasonally a time of lower yields due to the transition between growing regions and El Nino weather patterns creating a negative impact. Please be advised that there may be pro-rates and possible gaps.

It may be warm, but all our favorite hard squash varieties are starting up. New! #20377 Honeynut Squash 10lb is available by pre-order from Weiser Family Farms. We're stocking Red Kuri, Carnival, and Black Futsu Squash as well as Sugar Pie Pumpkins available at the Farmers Market.

Round and Roma Tomatoes are both tightening this week as the heat is affecting their quality and availability alongside the continued East Coast demand.

Hot weather continues to impact the quality and availability of delicate herbs such as Chervil, Chives, Oregano, and Marjoram, as well as microgreens and edible flowers.

BEST PLATE VEGETABLES

BBQ Spring Onions
Corn
Cucumbers
Gem Lettuce
Green Beans
Hot Peppers
Summer Squash
Sweet Peppers
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
Organic Mixed Eggplants/Riverdog
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	Domestic Rhubarb
Granita Melon	Hosui Pears
Morels	