

The Vesta View

Southern California/Nevada 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.

New! #28930 Chocolate Persimmons have been reactivated and are now available to order, the best option for persimmons at this early point in the 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

Tree Ripe Peaches/Barron & Regier Family Farms
Tree Ripe Yellow Nectarines/Barron Family Farms
Velvet Apricots/Kingsburg
Green/Yellow Skin Pluots/Family Tree Farms
Black Mission Figs/CA
Candy Striped Figs/CA
Brown Turkey Figs/CA
Comice Pears/CA
Seckel Pears/CA
Cotton Candy Grapes/The Grapery
Moon Drop Grapes/The Grapery
Champagne Grapes/CA
Candy Snap Grapes/CA
Thomcord Grapes/CA
Toybox Melons/Weiser Farms
Red Currants/OR *
Fingerlimes/Shanley Farms
Keitt Mangoes/CA *

* Pre-order item

Avocado supply is steady, though some checkerboard, or uneven, ripening may continue over the next few weeks as MX 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 Squash and have Carnival, Black Futsu, and Sugar Pie Pumpkins available for pre-order from 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

Baby Whole Head Lettuce
BBQ Onions
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
Lobster Mushrooms/CA *
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 *
Premium White & Yellow Corn/Brentwood
Garleek/Row 7
Lemon Cucumbers/Munak Ranch
Jimmy Nardello Peppers/Weiser
Premium Heirloom Tomatoes/Tutti Frutti
Early Girl Tomatoes/McGrath Farms *
Sungold Tomatoes/Munak Ranch
Armenian Cucumbers/McGrath *
Cucamelons/McGrath Family Farmers *
Dragon Tongue Beans/2 Peas *
Cranberry Beans/2 Peas *
Lemon Balm/CA *
Baby Romanesco/Babe Farms *
Red Kuri Squash/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	Domestic Rhubarb
Granita Melon	Hosui Pears
Morels	Mottled Pluots
1-layer Red Plums	