

# The Vesta View

Arizona Market Report



## The Fruit of Fall

*"Autumn is the mellower season, and what we lose in flowers we more than gain in fruits." —Samuel Butler*

Weather challenges continue to impact growers and supply across many categories. El Niño activity, along with recent events including Hurricane Polo, Hurricane Isaias, and Tropical Storm Rachel, may have broader impacts on availability as quite a few categories transition growing areas.

Blackberry supply is tightening as quality is fair at best and recent weather may add to the challenges. Raspberries and Blueberries are in fair supply. Driscoll's Blueberries are limited, so please expect substitutions with other labels.

Summer seasonal items continue to finish, with specialty Melons, Grapes, and Fig varieties (Candy Striped and Green) no longer available. CA Stone Fruit season continues to wind down. #01250 Peaches 2-layer case and #01312 Loose Red Plums are the best options available for the rest of the season. Santa Monica Farmers Market options are nearly done.

Orange codes are transitioning to early-season Navels. Please expect lighter color and flavor, which will improve as the

## VESTA UPDATES

Access our NEW Cultivate Fall issue [here](#).  
Please read our latest Product Alert [here](#).  
See our Fall Decor list [here](#).

### Mark your calendars:

October 31<sup>st</sup> - Halloween  
November 1<sup>st</sup> - Daylight Savings Time Ends  
November 11<sup>th</sup> - Veteran's Day

## BEST FRUIT OPTIONS

Tree Ripe Plum/Barron Family Farms \*

Black Mission Figs/CA \*

Brown Turkey Figs/CA \*

Seckel Pears/CA \*

Warren Pears/Frog Hollow \*

Shinko Pear/Kingsburg \*

Fuji Apples/Cuyama Orchards \*

Pomegranates/CA \*

Fingerlimes/Shanley Farms \*

Gold Kiwi/NZ \*

Fuyu Persimmons/CA \*

Feijoa/Rincon Del Mar \*

Passionfruit/Rincon Del Mar \*

\* Pre-order item

season matures. Unlike Valencias, Navels have few seeds but yield less juice. Satsuma Mandarins, Meyer Lemons, and Kishu Mandarins have been pushed back another two weeks as weather slows color development.

Row Crop continues to see challenges as variable weather and heat waves exacerbate INSV and insect pressure, negatively impacting supply. Please expect continued shortages and pro-rates in these last weeks of the Salinas season, with relief hopefully once growers transition to Yuma in late November. Lettuces are more limited, and price is increasing for Romaine, Romaine Hearts, Iceberg, Boston, Green Leaf, and Red Leaf. Gem Lettuce is very limited and being pro-rated, and Green Onions and Broccolini are also limited.

The Tomato category is very active due to low yields in California and Mexico, stronger East Coast demand after weather impacted their supply, and the California season finishing. Cherry and Grape Tomatoes are very limited, so please expect pro-rates; #18322 Heirloom Cherry Tomatoes may be an alternative. Round and Roma Tomato pricing is increasing, and large sizes are more limited and may be substituted with smaller sizes. The best local options are Tutti Frutti and Valdivia Heirloom Tomatoes and Girl and Dug Medley Tomatoes. Due to unpredictable weather, Munak Ranch Tomatoes are limited, but we hope to see more Sungolds in three weeks.

Reminder to have your Halloween Pumpkin pre-orders placed by the end of next week. #02169 Fairy Tale Pumpkins are in stock now. For Big Mac Pumpkins, please reach out to your sales rep for options.

Northern Baja, a key Specialty Vegetable and Herb growing area, was impacted by Tropical Storm Rachel. Peeled Baby Carrots with tops, Baby Squash, Basil, Mint, and Chives are limited this week. Babe Farms Baby Turnips, Baby Radishes, Globe Carrots, and Baby Romanesco continue to be limited. Chervil is also limited and may be substituted with Micro Chervil.

Crimini and Portabella Mushroom supplies are tightening as growers experience lower yields, which may continue for a few weeks. Oyster Mushrooms are more limited as import product is seeing port delays and domestic product has been impacted by El Niño weather and fluctuating temperatures.

## BEST PLATE VEGETABLES

Baby Whole Head Lettuce  
BBQ Onions  
Beets  
Corn  
Cucumbers  
Eggplant  
Green Beans  
Hard Squash  
Hot Peppers  
Kale  
Sweet Peppers  
Tomatoes

## SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko \*  
Chanterelle Mushrooms/USA \*  
Matsutake Mushrooms/USA \*  
Tomato Medley Mix/Girl and Dug \*  
Spigarello/Weiser Farms \*  
Salanova Red Butter Lettuce/Babe Farms \*  
Salanova Green Butter Lettuce/Babe Farms \*  
Pink Rhone Gem Lettuce/Babe Farms \*  
Premium White Corn/Brentwood \*  
Garleek/Row 7 \*  
Lemon Cucumbers/Munak Ranch \*  
Jimmy Nardello Peppers/Weiser Family Farms \*  
Premium Heirloom Tomatoes/Tutti Frutti \*  
Early Girl Tomatoes/McGrath Farms \*  
Armenian Cucumbers/McGrath \*  
Cucamelons/McGrath Family Farmers \*  
Cranberry Beans/2 Peas \*  
Red Kuri Squash/CA \*  
Honeynut Squash/Weiser Family Farms \*  
Koginut Squash/Row 7 \*  
Honeypatch Squash/Row 7 \*  
Badger Flame Beets/Row 7 \*

\*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               | Loose Red Plums          |
| CA Keitt Mangoes       | Tree Ripe Plums          |
| Baby Kiwi              | Yellow Peaches           |
| Red Currants           | Tree Ripe Yellow Peaches |
| Sweetie Apples         | Candy Snap Grapes        |
| Local Fuji Apples      | Candy Striped Figs       |
| CA French Butter Pears | Green Figs               |
| CA Seckel Pear         | Xfcy Cantaloupe          |
| Domestic Rhubarb       | Toybox Melons            |
| Lobster Mushrooms      | Yellow Watermelon        |