

# The Vesta View

Southern California/Nevada Market Report



## Sun-kissed Jewels

*"In one raspberry, you taste the sun, the rain, and the gentle care of earth." — Pamela Heyda*

Cherries are beginning to come down in price as WA fruit has started and is helping with the demand. Rainier cherries will be a hit or miss for the next week or so until WA starts their season.

Grape supply is uncertain right now as MX experienced a lot of rain that affected the product.

Murray Family Farms has plenty of Boysenberries, Marionberries, and Ollalieberries for a short season. This is a great time for making pies. If interested in pre-ordering please talk to your Sales Representative.

Bananas continue to be challenging and limited as they arrive with inconsistent color. We expect these conditions to continue through July.

## VESTA UPDATES

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

### Mark your calendars:

June 15<sup>th</sup> - Father's Day  
June 19<sup>th</sup> - Juneteenth  
June 20<sup>th</sup> - Summer Solstice  
July 4<sup>th</sup> - Independence Day  
September 1<sup>st</sup> - Labor Day

## BEST FRUIT OPTIONS

Finger Limes/Shanley Farms  
Organic Gaviota Strawberries/Harry's Berries  
Strawberries/Tamai Family Farms  
Mara de Bois Strawberries/Harry's Berries \*  
Pakistani Mulberries/Forbidden Orchards \*  
Honey Mangoes/MX  
Yellow Peach/Scott Farms & Regier Family Farms  
Apricot/Frog Hollow Farms  
Plums/Scott Farms & Murray Farms  
White Nectarines/Scott Farms & Regier Farms  
Red Flesh Pluot/Family Tree Farms  
Donut Peach/Family Tree Farms  
Gold Raspberries/JG Berries\*

\*Pre-order item

Brussels Sprouts supplies have improved and come down on price across all specs. Cilantro is up in price this week. Organic Boston Living Lettuce continues to be limited due to warmer weather. Organic Iceberg Lettuce is also limited this week. Babe Farms is limited on all their baby lettuce packs as the seasonal transition from Spring to Summer as well as cooler temperatures and strong demand has impacted availability. We expect supplies to be short for the next 1-2 weeks. Gem lettuce will be covered with other labels, but specialty lettuces like baby lolla rossa, green/red oak, baby romaine green/red, salanova butter green/red, pink rhone, and their baby head mix will be short. Unfortunately, the alternatives available run larger. We would suggest, the Harvest Whole Head Mix 8lb, Red Gem Lettuce 6lb, Living Boston Lettuce, and Little Gem as best stocked options to consider.

White and Purple Asparagus is gapping for 4-6 weeks.

Elephant Garlic is gapping in supply, new crop expected around mid-July.

New! #03573 Premium Yellow Brentwood Corn case and #03574 Premium White Brentwood Corn case are in stock and available to order. New! #19683 Local Sungold Cherry Tomatoes 12bk from Munak Ranch are available to order, but supply is light to start. Premium Heirloom Tomatoes from Valdivia Farms are limited to begin due to overcast and fluctuating weather. New! #13637 Italian Frying Peppers 10lb from Her Produce are available to pre-order. Baby Squash has come down in price some more this week and remains in good supply.

## BEST PLATE VEGETABLES

Cone Cabbage  
Cucumbers  
English Peas  
Fava Beans  
Fennel  
Leeks  
Fingerling Potatoes  
Romanesco  
Snap Peas  
Summer/Soft Squash  
Spring Onions

## SEASONAL/LOCAL VEGGIES

Chefs Blend Mushrooms/Hokto Kinoko  
Chanterelle Mushrooms/USA  
Morel Mushrooms/USA  
Fiddlehead Ferns/NW \*  
Bloomsdale Spinach/Heirloom Organics  
Rhubarb/NW  
AAA White Asparagus/Holland \*  
Local English Peas/Tutti Frutti  
Fuzzy Green Almonds/CA  
Lemon Verbena/CA  
Cherry Mixed Tomatoes/Valdivia  
Heirloom Tomatoes/Valdivia Farms  
Lemon Cucumbers/Her Produce  
Armenian Cucumbers/Scott Farms \*  
Nantes Carrots/Weiser Farms  
Magic Myrna Potatoes/Weiser Farms  
White Spring Onions/Riverdog Farms  
Red Spring Onions/Riverdog Farms  
Baby Turnip/Babe Farms  
Mixed Summer Squash/Her Produce \*

\*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

Nantes Carrots	Fuzzy Green Almonds
Sunchokes	CA Meyer Lemons
Spring/Green Garlic	AAA Holland White Asparagus
Navel Oranges	Buddha Hand
Blood Oranges	