

# The Vesta View

Northern California 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.

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

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

## VESTA UPDATES

Access our Cultivate Summer 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

Tangerines/Ripe to You  
Pixie Tangerines/Ojai  
Finger Limes/Shanely Farms \*  
Apricot/Frog Hollow Farm  
Rainier Cherries/CA  
Cherries/CA  
Peaches/Frog Hollow  
Strawberries/Tomatero Farms  
Blackberries/Tomatero Organic Farms \*  
Mulberries/CA \*  
Honey Mangos/MX

\*Pre-order item

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. Baby Squash has come down in price some more this week and remains in good supply.

## BEST PLATE VEGETABLES

Asparagus  
Cabbage  
Corn  
English Peas  
Fava Beans  
Fennel  
Mustard Greens  
New Potatoes  
Romanesco  
Snap Peas  
Toybox Squash

## SEASONAL/LOCAL VEGGIES & FRUITS

Chefs Blend Mushrooms/CA  
Morel Mushrooms/USA  
Bloomsdale Spinach/Heirloom Organics  
Purple Sugar Snap Peas/Comanche Creek  
English Peas/Comanche Creek  
Fava Beans/Iacopi  
Snap Peas/Comanche Creek  
Spring Onion/Riverdog  
Pixie Tangerines/Ojai  
Fiddle Head Ferns  
Toybox Mixed Squash/Comanche Creek  
Cherries/CA  
Peaches/CA  
Nectarines/CA  
Apricots/CA  
Plums/CA  
Pluots/CA  
Corn/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

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