

# The Vesta View

Northern California Market Report



## Berry Much in Season

*"Strawberries are the angels of the earth, innocent and sweet with green leafy wings reaching heavenward."*

— Terri Guillemets

Blackberries and Blueberries are more limited in supply this week. Both are showing issues of over-ripeness. We should see some supply relief in a few weeks when the new growing areas begin.

As we are in the late citrus season, Moro Blood Oranges from Ripe to You have finished and will be replaced with Sanguinelli Blood Oranges instead.

Rambutan and Lychee will be gapping until early May. Guavas will be gapping for about 2-3 weeks when the MX harvest is expected to begin. Passionfruit and Starfruit are a hit or miss. Passionfruit is up in price.

The transition from Yuma to Salinas is nearly complete. Old product from Yuma is experiencing a shorter shelf life. The quality should improve towards late April as it will be from the Salinas growing region.

## VESTA UPDATES

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

### Mark your calendars:

April 20th - Easter Sunday

May 5th - Cinco de Mayo

May 11<sup>th</sup> - Mother's Day

May 26<sup>th</sup> - Memorial Day

## BEST FRUIT OPTIONS

Tangerines/Ripe to You

Cara Cara Oranges/Ripe to You

Blood Oranges/Ripe to you

Heirloom Navel Oranges/Ripe to You

Pixie Tangerines/Ojai

Kumquats/CA

Green Strawberries/CA

Muscat Grapes/S. America

\*Pre-order item

Baby Arugula is short; please expect to see substitutions of Wild Arugula. Italian Parsley is limited. J. Marchini Farms has returned with all their radicchios. Baby Artichokes remain very limited and are expected to be so for a few more weeks. Napa and Green Onions are in better supply. New! #28456 Crunch Color Kale 4/2lb is available to pre-order, making a great alternative to coleslaw as it contains Rainbow Kale, shaved Brussels Sprouts, Napa Cabbage, Red Cabbage, Radicchio, and Carrots.

Many spring favorites are currently available. New! #03390 Stinging Nettles 1lb are now available to pre-order. #00352 Ramps 1lb, #02206 Fiddlehead Ferns 5lb, and #01498 Fuzzy Green Almonds 1lb are in stock and available.

Babe Farms is limited on several items including Easter Egg Radish, French Breakfast Radish, Ninja Radish (pink and purple), and Planet Carrots.

Although White Corn has begun out of the Thermal growing region, Yellow Corn has been delayed until the first week of May. This will not affect its availability as MX still has Yellow Corn available. MX continues to be limited on Green Bell Peppers #1 and may be subbed with #2 product. Habanero Chili Peppers increased in price this week, and Shishito Peppers continue to be high in price. Round, Roma, and Grape Tomatoes are in good supply and have come down in price some more. Yellow Tomatoes and Green Tomatoes remain limited.

This week will be the final week that Hedgehog and Yellowfoot Mushrooms will be available. Black Trumpet Mushrooms are in good supply this week, but please expect the season to wind down soon. New! #18866 Chanterelle Mushrooms 3lb are in stock now that their domestic season has started.

## BEST PLATE VEGETABLES

Asparagus  
Brussels Sprouts  
Cabbage  
Celery Root  
Endive  
Fennel  
Mushrooms  
Mustard Greens  
New Potatoes  
Radicchio  
Rainbow Chard  
Romanesco  
Snap Peas

## SEASONAL/LOCAL VEGGIES & FRUITS

Chefs Blend Mushrooms/CA  
Asparagus/CA  
Broccoli di Ceccio/Riverdog Farm  
Castlefrano/ J.Marchini  
Bloomsdale Spinach/Heirloom Organics  
Snap Peas/A. Casas  
Fuzzy Green Almonds/CA  
Green Garlic/Riverdog  
Spring Onion/Riverdog  
Ramps/USA  
Easter Egg Radish/CA  
Baby Turnip/CA  
Blood Oranges/CA  
Heirloom Navel Oranges/Ripe to You  
Pixie Tangerines/Ojai  
Green Strawberries/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

Black Trumpet Mushrooms Import Peaches  
Elephant Garlic Delicata Squash