

# TESTA PRODUCE Market Report

Outlook for the Week of

**January 24,  
2010**



## Market Report

Good morning from sunny California. Not! I am out here in California meeting with many of our grower shipper partners to discuss industry trends, food safety, new products and other relevant topics. Unfortunately, they are having the worst storms in seven years. We had more rain in the last three days than they normally get in a year. And you know what that means. No golf for Pete. The rain is starting to cause havoc with pricing, quality and availability. I'll have more next week when I am back. Have a great week!

## Produce Quiz

I come from the frost-proof hillside groves of Jamaica, mon. I am a late ripening hybrid of unknown parentage which would make me a limb sport. Many suggest I would be like a cross between an orange and a tangerine but they are way to chill to figure out which ones, easier to take a nap in the sun. I am very large (up to eight inches in diameter), bright orange, aromatic and sweet. I am mostly known for my very high juice content. I do have some issues though. I am highly seeded, and not exactly one of those lovely smooth little zipper skins you have running around the globe. While I can beat an ugly fruit in a beauty contest, I never really met a mirror I liked. I am a member of the Rutaceae family. I grow on an evergreen tree with glossy leaves and green stems. I am formed from an intensely scented white flower. I am excellent eaten out of hand, but you will most likely have a memory of me on your shirt when I am gone. I can be used as a dessert sauce, or as a fruit sauce for game, but I am best when juiced. Isn't everyone?

**Last Quiz Answer: Sprouts**