

# TESTA PRODUCE Market Report

Outlook for the Week of

**January 14,  
2013**



## Market Report

Well the temps have finally dropped here in Chicago, but our friends out in California have been dealing with this extreme weather for a few days now. So much so, that these freezing temps and high winds are affecting just about every commodity row crop coming out of California and its surrounding desert growing regions. We sent out a notice regarding commodity availability last week but I wanted to make sure that you were all aware of these inevitable shortages. The main commodities that are being affected are: Head Lettuce, Asparagus, Leaf Lettuce, Broccoli, Boston Lettuce, Red Leaf, Romaine, Romaine Hearts, and Cello Spinach. This frost is creating issues for availability, quality, and price. We will keep you posted as updates arise, so stay tuned. In the mean time, just know that we are doing our best with what we have but we can't guarantee any product availability at this time. And now, on to the rest of the markets:

Small Granny Smith and small Gala Apples are extremely short right now. Overall, Apple markets are steady and quality is excellent. Apples coming out of New York include: Golden Delicious, Red Delicious, Romeys, Crispins, and McIntosh. There are also some Washington Reds, Fujis, Pink Ladys, Cameos, Jonagolds, Braeburns, and Jazz to name a few. There are some Washington Galas available but demand is high so availability is a little more scattered. Pears are higher and quality is good. Washington Bartletts are still producing larger sizes but supplies are light on all sizes. Bosc and Red Pears are still available as well.

Asparagus is still very high and active on all sizes. Quality has been good. Demand exceeds supply due to the

freezing temps in growing areas which have caused a shortage in production. Avocado is higher and quality is excellent. Mexico has steady volume of this product and is at a good price point. Western Green Bell Peppers are unsettled; some locations are wrapping up and sizing has been inconsistent, leaning towards medium and choice sizing, but supplies are adequate on these sizes. Weather has put a damper on production of this commodity as well. Open Field Red Peppers are steady with light supplies. Production is predicted to increase slightly as new fields come online. Gold Bells are settling as well, with good supplies. Eastern Bells are steady.

Strawberries are light demand and supplies out of California but good supplies out of Florida and Mexico. The market is weaker. Product out of California is lighter in color due to all this cold weather; expect these supplies to be lower through the end of the month. Raspberries have lighter supplies with good demand. Quality is good. Blackberries have tightened up with moderate demand, which has firmed the market up slightly. Quality is also good. Blueberries have moderate supplies and demand and the market is steady.

The Broccoli market is active and quality is fair. Demand is high on bunched product and crowns. There are gaps in shipping because of the weather. Not only is the cold weather affecting overall production and availability, but most product that is being picked, is experiencing quality issues. Please be aware that this is another product that will have low availability and higher prices. Carrots are steady and quality is good. Cauliflower is higher and quality is only fair, however the market is gaining some strength. Supplies will be minimal, some spotting and discoloration will be present, and pricing is looking to

## Market Report, Cont'd...

increase this week. Celery is higher and quality is good; the market continues to get stronger on all sizing.

Desert Lemon crop volume is good on larger sizes with 165's and 200's lightening up. Quality is good and the market is firming on smaller sizes. Navel Orange crop volume is good. The fruit is testing well and color is good. Freezing temps have shown up in growing regions, but at this point, it doesn't look like it will have too bad of an effect on the product. Lime supplies are good with some quality issues. Cold temps in Mexican growing regions have slowed harvest. We've got lots of great Organic Citrus available. Check out our attached Citrus Mix flyer to combine your favorite citrus items into one delicious mix. Talk to your Testa sales rep to place your order.

Cucumbers are unsettled and production has been interrupted by weather, resulting in light supplies for the next week or two. Eggplant is unsettled; availability, quality, and price are all hit or miss depending on the shipper. West and east coast offshore Red Grapes are not available until the end of the week. Chilean Red Grapes are limited right now with product likely to be available by the end of the week. Most Reds are running small. There are several varieties of Greens available from Brazil, Chile, and Peru but volumes are limited.

Green Onions are higher and quality is fair. The market is active on all sizing but those freezing temps near Mexico are causing availability issues. Some quality issues have been reported as well. Washington and Idaho/Oregon Yellow Onions are higher. The weather is making things difficult for this item as well and causing trouble with the market. Washington is peaking on jumbos and medium Yellows. Red and White Onions are higher in both areas due to lower availability. Quality has been good on all colors in all regions.

Leaf Lettuce is another commodity that has been hit hard by the cold weather. Romaine Hearts are extremely light and have lots of quality issues. Overall, Green and Red Leaf Lettuce are getting stronger but there are still availability and quality issues to worry about. Iceberg Lettuce is active but weather is creating quality issues for this item as well.

Offshore Cantaloupe is coming in with better volume but large fruit is limited. There is good availability

coming from the west coast. Offshore Honeydew is becoming limited and will remain so into next week. The market is strong and quality is good. Watermelon is settling and quality is good. Availability on Seeded Watermelon is sporadic.

Extreme cold temperatures in Idaho have limited the availability of Potatoes. The market is steady on all sizes but is dependent on the weather. Washington is steady to higher on counts and are heavier on larger sizes. Colorado is steady on all sizes and are producing larger counts as well. Russet quality has been good to excellent in all areas. California is packing Whites and Golds while Washington, Wisconsin, and Minnesota are packing Reds and Golds. The colored Potato quality has been excellent in all areas.

Squash is still unsettled for both Italian and Straightneck and both are trending upwards. Supplies are improving as acreage expands. As with most other commodities, weather is affecting this product as well. Hichiya and Fuyu Persimmons and Pomegranates are available with good quality. Offshore Peaches and Nectarines are available. Tomatoes are steady and quality is good.

## Produce Quiz

Spielberg or Lucas has nothing on me. I was a special effect before they were born. As the fruit of the Swiss Cheese plant, I am a member of the arum Lily family. I am the only edible philodendron. My large beautiful sturdy leaves make me a very suitable houseplant. Originally from Mexico (called Mexican Breadfruit, later known as the shingle plant) my survival techniques have allowed me to thrive around the world. We are very complicated to eat, but worth it. I will not ripen evenly! The green scales of my almost foot long lizard tail shaped body will loosen to expose my off-white colored, banana/mango/pineapple flavored spadix. When unripe, my oxalic acid and sharp calcium oxalate crystals will irritate and often numb the membranes of your mouth, tongue, and throat. Not to worry, you will only FEEL like you can't breathe. To avoid this breathless possibility I am often wrapped in plastic so I will ripen more quickly and evenly. Excellent in fruit salads or eaten out of hand, I am also stunning in a cornucopia or fruit display.

## Last Quiz Answer: Carrots



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