

TESTA PRODUCE Market Report

Outlook for the Week of
**January 28,
2013**



Market Report

Extreme, continual cold weather has caused row crops to be scarce, so expect light supplies on most row crop items through mid-February. Forecasts vary at the moment however a drastic cool down and possible freezing temperatures will return to the desert next week. Crop assessments will be ongoing for a while and product will remain very tight for the future, as extensive damage has occurred in the majority of these fields.

Apples are excellent and the market is steady. New York is packing Golden Delicious, Red Delicious, Red Rome's, Crispins, and McIntosh with fair availability. The New York varieties are overall large with a few exceptions. The larger New York shippers are still expecting to finish packing in mid March. Washington Red Delicious, Golden Delicious, and Granny-Smiths are around. Small Granny-Smith and small Gala Apples are extremely short. Pink Lady's, Cameo's, Jonagolds, Braeburns, Rome's, Jazz, Fuji, and other varieties are still available. Pears are steady and quality is good. Washington D'Anjou's are heavier on larger sizes and Bartlett's are still producing mostly larger fruit. Both are heavier on US#1 grade. Bartlett supplies are light on all sizes. Bosc and Red Pears are still available.

The Asparagus market is softer, and availability out of Mexico has increased with standard and large sizing. Jumbos are still very limited. Peruvian grass is available in LA, but if loading is an option in Miami, Peruvian grass is available at lower fob costs compared to California. Avocados out of Mexico continue with good volume. We are seeing great demand for the Super Bowl and the market firm up. Mexican fruit remains the major supplier and is at a good price point even with the firming market.

The Western Green Bell Pepper market is slightly unsettled with some indications that the market is moving upward on all fruit. Sizing will be more toward medium and choice with adequate supplies. Southern California has wrapped up, and recent weather has hampered production in some growing areas. Open field colored Red Bells are trending upward. Growers are anticipating slight increases in production as new ranches come online. Gold

Bells look to be trending upward in FOB's as some are transitioning and gapping. There is not much change in the eastern Bell market but off grades are harder to come by. The market should remain steady through the week.

The Strawberry markets are steady out of all areas with light demand and product is coming out of California, Florida and Mexico. The forecast is calling for some rain to hit Florida, which could interrupt supplies slightly, and has the potential to hurt supplies for Valentine's Day pull on the East. California growers got hit with rain late last week, which hurt supplies slightly, and will cause Stem Strawberry sizing to be down. Straw market should firm up towards the weekend. Raspberries have good demand and light supplies, which are firming the market. Quality is being reported as good to fair. Blackberry supplies have also tightened up with moderate demand, which has firmed this market up. Quality is being reported as good. Blueberries have moderate supplies and demand has this market firming slightly. Quality is being reported as good, and the main pack size is switching into 11oz.

Broccoli is firm and demand continues to exceed supplies on bunched and crown product. Shippers are still struggling and rain this past weekend in Yuma isn't helping. Quality issues that have come up are pin rot, purple cast, and bruising so please be aware. Supplies will be light to moderate for the week. Carrot supplies are lighter, and demand is much better as other growing regions finish for the season. The Cauliflower market is softer, supplies look to be good throughout the week. There are still some issues with brown spotting and curd discoloration so be aware of that. Celery is active, especially on large sizes, and demand exceeds supply. Smaller sizes still have better availability but not a good size for foodservice. Cold weather and rain this weekend has made production minimal. The desert Lemon crop has good volume on large sizes and quality is good. The market is firming on smaller sizes. The Navel Orange crop volume is good, and fruit is testing well and color is good. Lime supplies are fair with some quality issues. Cold temps in the growing regions of Mexico have slowed growth. The market is firm.

The Cucumber market is very unsettled but there are signs of

Market Report, Cont'd...

an upward trend due to gapping and weather interruptions so supplies are light. Eastern Cucos are loosening up just a bit as offshore supplies increase. Many shippers are holding prices fairly high, as demand remains strong. Look for the market to decline by the end of the week. The western Eggplant market appears to be settling although supplies are still light. Recent weather has impacted production but warmer weather will help alleviate the supply situation. Eastern Eggplant remains tight, with fair quality and limited supplies.

Chilean Red and Green Grapes are still extremely limited on both coasts. Most Reds are running small, and will continue to be limited this week with better supplies the next few weeks. There are some Green Grapes from Brazil, Peru and Chile, and the prices have a large range depending on origin and variety. Green Grapes will get more limited over the next few weeks. Red Globes are available with good quality. There are limited supplies of Black Grapes on both coasts now. West and east coast offshore Red Grapes are still in short supply.

The Green Onion market is very active, and the freezing temps in Mexico have made it difficult for suppliers to catch up on demand. Escalated pricing is in effect, and the market is active on all sizing. There are industry-wide issues of yellowing, slime, and decay being reported. Idaho, Oregon, and Washington are all steady on Yellow Onions due to lighter demand. Red Onions are steady but supplies are even lower than Yellows so expect the market to remain strong. Whites are higher due to lower availability. The quality has been good in both areas and all colors. The storage Onion market is extremely active for all colors.

Leaf Lettuce is active. Yields continue to get smaller as blister and peel continue to cause trouble. This week may possibly be the worst on availability of Romaine and Romaine Hearts. Twelve-week averages are being watched very closely, and all open business will be difficult to come by. Romaine issues include blister and epidermal peel due to excessive days of cold weather. Overall, Green and Red Leaf is steady. Blister and peel are issues that all suppliers are dealing with on all leaf items daily. Rain this past weekend in the desert has just added to the multiple problems that already exist with production in Yuma, and quality of product is going to be rough. Iceberg Lettuce is very active as well. Many suppliers have sold out on this commodity. Heavy rains this past weekend in Yuma has set production back with all suppliers. There continues to be complaints on mechanical damage, pink ribbing, epidermal peel and discoloration. This is all due to the past freezing temperatures. All shippers are having these issues.

Offshore Cantaloupe is on the second cycle and is moving to the large sizes with limited small fruit around. Pompano area and the west coast have good availability. Offshore Honeydew is becoming limited and it will remain that way through this week. The market is strong. Watermelon is unsettled and trending upward. Most availability is on large sizes. Availability on seeded watermelon is sporadic.

Idaho Norkotah Potatoes are steady while the Burbanks are steady to lower. Most suppliers are packing Burbanks but a few have Norkotahs. Idaho is still producing mostly 70's and larger. The weather is warmer so they can haul bulk now. Demand for both varieties remains strong. Washington is steady on all sizes and they are also heavier to the larger counts. The Colorado market is steady on all sizes and they continue to produce more of the larger counts as well. The russet quality has been good to excellent in all areas. Bakersfield, California continues packing reds, Gold's and Whites. Washington, Wisconsin, and North Dakota continue packing red & gold potatoes and they are all mostly steady. Colored Potato quality has been fairly good to excellent in all areas.

Squash continues to be unsettled on both Italian and Yellow Straight-neck and supplies have been interrupted because recent weather has hampered production in some growing areas. Supplies will continue light for at least 1-2 weeks. The market on Green Squash remains strong, but not at the extreme highs we saw last week. Yellow Squash has dropped off a bit and volume on both is decent. Hichiya and Fuyu Persimmons and Pomegranates are available with good availability and quality. Offshore Peaches and Nectarines are available but Nectarines remain extremely limited. Cold weather has slowed Tomato production in Mexico but there are still steady volumes of rounds crossing the borders. Quality is reported to be good on all sizes but smaller fruit is harder to come by. The Roma market is also stronger in the west with mixed quality but expected to soften when warm weather returns to the region. Grape Tomatoes are also expected to show better volume and quality with the withdrawal of cold weather in the area.

Produce Quiz

Don't call me Spud! I am a card carrying member of the Convolvulaceae family and deserve your respect. I'm as old as the hills, and your species has only traced us back 12,000 years, (we knew the remains in the Peruvian caves were a clue), but we are a lot more than prehistoric Dino food. We are native to Central America. It was that lowly pirate Columbus who sacked us and stole away to Europe, his home, not ours. As far as the interlude in Polynesia goes, we're still not talking. By the 15th Century, I was well known in China and the Philippines. By the 16th Century, I had become established in the southern United States. Above ground, I am a long creeping stem that can grow up to 16 feet and produce leaves that are often used in place of spinach. Although I have over 400 relatives, we are usually classified into two different categories, either firm and dry, or soft and moist. Always cooked and usually consumed whole as a starch, our amazing sugar content (3%-6%), inspires additional uses in cakes, pies, breads, puddings, marmalades, cookies and muffins. I have a thin edible skin that can be rough and can be white, yellow, orange, red, or purple. My flesh ranges in color from white to yellow to orange. The darker my color the greater my content of Vitamin A, of which I am an excellent source. I am also a good source of potassium and vitamin C.

Last Quiz Answer: Hedge Hog Mushroom



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