

# TESTA PRODUCE Market Report

Outlook for the Week of  
**February 5,  
2013**



## Market Report

Apple markets are steady and quality is excellent. There is fair availability out of New York on Golden Delicious, Red Delicious, Red Romes, McIntosh, and Empires- all varieties except Macs are peaking on larger sizes. Washington Reds and Golden's are still peaking on 88/100's with smaller sizes & lower grades remaining short. Smaller, lower grade fruits are extremely short and may be the tightest item in Washington. Washington also has Galas, Fuji's, Pink-Lady's, Cameo's, Jonagolds, Braeburns, Rome's, Jazz, and others still available. Pears are steady and quality is good. Washington D'Anjou's are still peaking on the larger sizes and the US#1 grade. Washington Bartlett's are still producing mostly 110 and larger fruit and are heavier to US#1 grade but supplies are light. Bosc and red pears are still available.

Asparagus market is firm with overall moderate supplies out of Mexico this week. Jumbo is still very limited. Peruvian grass is available in LA, as well. If loading is an option in Miami, Peruvian grass is available at lower fob costs compared to California. Mexican Avocado continues with good volume and good demand. Demand has been for smaller fruit and prices are slightly higher. California is starting to harvest and slowly increase in volume.

Western Green Bells are unsettled with 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 weather disturbances have hampered production in some growing areas, and the effects are still lingering. The open field colored Red Bell market is settling, but demand exceeds the market. Crossing ought to increase as weather improves and new acreage comes up. Gold bells are indicating an upward trend in FOB's as some are transitioning and gapping. Not much change in Eastern Bells, but off grades is harder to come by. The market should remain steady through the week, as demand is strong.

Valentine's Day pull has started which has all areas in a demand exceeds situation. The Strawberry market is firm. Quality is being reported as good out of California, Florida and Mexico. California growers are still feeling the effects from the rain which is hurting harvest numbers this week. The market will likely firm up, with light supplies into the end of next week. Stem strawberry sizing will down size due to the rain. Raspberry markets are firm and steady. Supplies will continue to be light for most shippers until mid to end of February, but overall quality is being reported as good. Blackberry supplies are tight with good demand, which has firmed this market up. Quality is fair mainly due to high humidity in the growing areas. This should correct itself in about two weeks. Blueberries have moderate supplies and demand has this market firming slightly. Quality is being reported as good to fair and supplies will start to improve over the next couple of weeks.

The Broccoli market is soft. The quality is much better compared to past weeks. Supplies are expected to be strong throughout the week. California Carrot supplies are lighter, and demand is much better as other growing regions finish for the season. Market is firm. The Cauliflower market is overall softer. There is a spread of 2-3 dollars in pricing as some suppliers are not as well off with production numbers. There are still some issues with brown spotting and curd discoloration, but not as much as in the last few weeks. Supplies are expected to be good throughout the week. Celery is firm on all sizing, and demand continues to exceed supply. Sizes 36s and smaller still have better availability, compared to the larger sizing. Production areas are primarily Santa Maria and Oxnard, with light availability coming out of Yuma.

Desert crop Lemon volume is good on large sizes as we see the size switch to larger sizes, with 165's and 200's lightening up with normal seasonal growth. Quality is good, and the market is firming on smaller sizes. Navel Orange crop volume is good, with fruit testing well and good color. Lime supplies are fair, with a firm market, and some quality issues showing up. Cold temps in the growing regions of Mexico have slowed growth. Western Cucks are showing signs of settling as some growers begin to increase volume. Supplies are still light, and demand

## Market Report, Cont'd...

still exceeds supply. The Eastern Cucumber market is loosening up a bit as offshore supplies increase. Many shippers are still holding their 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- quality is fair and supplies are limited. Chilean Red and Green Grapes are still limited on both coasts. Most Reds are running small, but we should get into southern Chilean fruit, which should be a little larger. Several varieties of Green Grapes around from Brazil, Peru and Chile, and prices have a very large range depending on origin and variety. Green Grapes will get more limited over the next few weeks, and Red Globes are available with good quality. There are better supplies of Black Grapes on both coasts now.

Green Onions are firm. Unfavorable weather in past weeks has made this commodity difficult to come by, so demand continues to exceed supplies. Escalated pricing is in effect on all contracts. There are definite issues of yellowing, slime and decay being reported upon arrivals. This is an industry wide issue. Washington & Idaho/Oregon Yellow Onions are steady to lower. Stocks-on-hand and yields are both lower than average. All areas are peaking on jumbo Yellows. The Red Onion market is steady due to light demand but storage supplies are lower than any other color so expect that market to remain strong. Whites are higher in both areas due to lower availability. Quality has been good in both areas and all colors.

Leaf Lettuce is firm. 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 still dealing with. Product quality still has issues, and suppliers continue to have difficulties eliminating the blister and peel problems they have had for weeks. Escalated pricing is still in effect. Iceberg Lettuce is coming off to start the week. There have been complaints on mechanical damage, pink ribbing, and epidermal peel. The complaints however have been less compared to past weeks. Yuma continues to be the main growing area for this commodity.

Offshore Cantaloupe is on the second cycle. Cantaloupe is moving to the large sized fruit again with limited small fruit around. Pompano area has good availability. The west coast now has good availability as well. Offshore Honeydew is becoming limited as they get into the next cycle and it will remain limited through this week on both coasts. The market is strong. Watermelon is unsettled and trending upward. Demand exceeds supply on seedless. Most fruit available will be larger sizes. Availability on seeded Watermelon is sporadic. Hichiya and Fuyu Persimmons are available with good quality. Offshore Peaches, Plums, and Nectarines are available with good supplies. Cherries are done for the season and should start up again around May 1.

Potatoes are steady and quality is excellent. Burbanks have dropped back to their previous price level. Most suppliers are packing Burbanks but Norkotahs are available. Idaho is still producing mostly 70-count and larger. 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. All three California varieties are heavier to A-size. Washington, Wisconsin, and North Dakota continue packing Red & Gold Potatoes and they are all mostly steady. North Dakota is coming to the end of the season while Florida is getting started on Reds and Whites. The colored potato quality has been fairly good to excellent in all areas.

Western Squash supplies have been interrupted because the weather has hampered production in some growing areas. Supplies will continue light for at least 1-2 weeks. Overall, production has slowed until weather returns to its seasonal averages. Eastern Green Squash remains strong, but not at the extreme highs we saw last week. Yellow appears to have dropped off a bit and volume on both is decent. We should see prices on Green begin to drop through the week, barring bad weather. There is an abundance of Vine-Ripe Tomatoes coming from Mexico, which are reported of good quality. Roma and Grape Tomato quality vary and are expected to improve from recent weeks in size and volume when warm weather returns to the region.

## Produce Quiz

I am a tree wanna be. Native to Central America I am a tropical evergreen that can grow as tall as 33 feet but because my long trunk is not sufficiently woody and my leaves only grow on top I am technically not a tree. I am ripe when my green skin is streaked with yellow but I am often picked green and ripened at room temperature. This allows me to survive the long distances I often have to travel to get to your market. Long enjoyed by Latin American Indians, the Spanish and Portuguese made me famous worldwide and now I am cultivated in most subtropical climates from Brazil to India. I can be cylinder shaped with a bulbous end like a pear or be straight and 18 inches long. My weight can range anywhere from 12 ounces to 20 pounds. Either way my center cavity is filled with tiny edible black seeds that resemble peppercorns with a similar taste. My flesh ranges in color from brownish-red to pink to golden-yellow. I can be eaten like a melon and often doused with Port, Rum, lime or lemon juice. When added to fruit salads I help keep other fruits firm. I am also found pureed, pressed to make juice, cooked to make jam, chutney or ketchup, stuffed with other fruits or mixed with chicken or seafood. I am also known as a great meat tenderizer. While my seeds clear the intestines, my flesh is an excellent source of Vitamin C and a good source of Potassium and Vitamin A. I am even good for your skin. Who needs to be a tree anyway???

## Last Quiz Answer: Sweet Potato



Follow us on:

Facebook: Testa Produce, Inc.



Twitter: @testaproduceinc

**Do you have a Smart Phone? Download the free QR Code Reader App and link directly to our Facebook! TRY IT!**

