

TESTA PRODUCE Market Report

Outlook for the Week of
**February 18,
2013**



Market Report

Apples are steady and quality is excellent. New York has fair availability on Golden Delicious, Red Delicious, Red Rome's, McIntosh, and Empires- most varieties are larger sized. Washington Red Delicious is still peaking extra-fancy 88/100's; lower grade and smaller size Reds remain limited, and a few shippers are packing hail-grade Reds but supplies are hit and miss. Golden Delicious is peaking on extra-fancy 88/100's. Granny-Smiths are peaking on 64-80's and the higher grades. Galas are heavy to size 80-100's and the Washington extra-fancy grade with strong demand. Other varieties available are: Fujis, Pink-Ladys, Cam-eos, Jonagolds, Braeburns, Romes, and Jazz- just to name a few. Pears are steady and quality is good. D'Anjous are still peaking on the larger sizes and the US#1 grade and Washington Bartletts are still producing mostly us#1 110's but supplies are light. Bosc and Red Pears are still available.

Asparagus is steady, and the availability out of Mexico continues to gain strength with most sizing- Jumbo sizing has picked up in production. 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. Supplies look to be good throughout the week. Avocados out of Mexico continue with good volume and demand. California is starting to harvest and slowly increase in volume.

Western Green Bells are unsettled with indications that the market is moving upward on large fruit, and adequate supplies on choice and smaller fruit. The open field Colored Red Bell market is settling, and crossings should increase as weather improves and new acreage is coming online. Gold Bells indicate an upward trend in FOB's as some are transitioning and gapping. Eastern Bells are coming off a bit this week as demand moves out west. Quality and volume out of Florida are good and should continue to be so through the week.

Florida Strawberries had to run water last night due to very cold temperatures in the growing area. Most growers in Florida will be staying out of their fields today. California had ideal weather

on Saturday and Sunday and now is in a cooling trend. The forecast is calling for some rain Tuesday night into Wednesday and another chance of rain over the weekend. Supplies will be tight all week, but overall, the market is firm and active. Raspberry supplies will continue to be light for all shippers till the end of February. The market is firm but steady, and quality is good. Blackberry supplies are good with light demand causing a weaker market; quality is being reported as good. Blueberries are in good supply and moderate demand, so this market is steady. Quality is being reported as good to fair depending on the lot. The main pack size is switching into 11oz with a few 6oz being packed. Supplies will start to improve over the next couple of weeks.

Broccoli is active on bunched product and crowns. Santa Maria production is light and Yuma has hit a gap. Expect pricing to increase throughout the week. The quality is good, overall. California Carrot supplies are steady, and demand remains good. The Cauliflower market is a little strange. Overall, pricing is steady for now, but some suppliers are much better off than others. Some shippers have lighter supplies and are two to three dollars higher than the competition. Expect pricing to increase by the middle to end of the week and lighter supplies early next week. The Celery market has softened a bit. Supplies continue to be light out of Santa Maria, Oxnard, and Yuma. Smaller sizes, mainly 36s, have a little better availability, compared to the larger sizing. The supplies out of all areas are expected to be light throughout the week.

Desert Lemon volume is good on large sizes with 165's and 200's very limited. Desert crop will be finishing by the end of the month and Ventura crop will be ready to go soon. Quality is good, and the market is firming on smaller sizes. Navel Orange volume is good, testing well, and good on color. This commodity is currently packing on heavy to the Fancy grade and peaking on 88's/72's/56's, but still good availability on all sizes. Lime supplies are fair with some quality issues. Cold temps in the Mexican growing regions have slowed growth.

The Western Cuc Market is very unsettled. We are experiencing a gap due to bloom drop from the last cold snap a few weeks back. We anticipate better supplies by the end of the week.

Market Report, Cont'd...

Demand exceeds in this market. Cool weather in Honduras has caused the Eastern Cuc market to tighten back up. A tightening market out west has lead to strong demand and high prices. Western Eggplant appears ready to go up as Lenten season begins; supplies are meeting current demand. The Eastern Eggplant market is loosening up with supplies and quality improving daily. Demand is steady.

Red Grape prices are all over the board based on quality. Shippers are pricing out product with major quality problems at open prices to very nice clean fruit in the 20's and anywhere in between, all based on quality. This week the east coast is getting in a lot of rained on fruit and by the end of this week the west will be receiving it in as well. Quality problems will include splits and soft wet berries at the low end of the pricing. Green grapes remain limited with pricing in the low 30's. Globes have good availability, and Black Grapes are becoming more limited with higher prices.

The Leaf Lettuce market is softer, but supplies are better on Romaine and Romaine hearts. Green and Red Leaf are softer with a few suppliers. Blister and peel are being reported on all various leafy items. Although weather conditions have improved in the desert, crop damage will continue for the rest of the season in Yuma. Escalated pricing continues on all on all Romaine items. Lettuce is steady to start the week; pricing is expected to be stronger by the middle of the week, as supplies are expected to be tighter with some shippers. The weights on the palletized lettuce have been averaging 40-44 #s in Yuma. There are still come complaints on mechanical damage, pink ribbing, and epidermal peel. The desert region continues to be the main area of production for this commodity.

Offshore Cantaloupe yields are above normal so there's good availability. Fruit is very large sized with limited small fruit around. East and west coasts both have good availability. Offshore Honeydews are steady with good availability. The market remains steady. Watermelon is extremely unsettled and on an upward trend. Demand exceeds on seedless. Jalisco has entered new acreage and some growing areas are experiencing rain related issues; production is off by nearly sixty percent. The North districts are expected to start first weeks of March, but until then, supplies will be extremely light.

The Green Onion market is steady. Supplies are light out of Mexico and will stay that way throughout the week as crop issues continue in the growing regions of Mexico. Escalated pricing is in effect on all contracts. There continues to be industry-wide issues of yellowing, slime and decay being reported upon arrivals.

The Yellow Onion market is lower again; for now the demand is relatively light and supplies are available. Both Washington and Idaho/Oregon still packing mostly jumbo yellows. Mexican sweet Yellows are lower on all sizes. Northwest Red Onions are slightly lower due to the lighter demand, and Storage Red supplies remain relatively low- White Onions are lower as well. Mexican Whites are available in Texas but that market is also off. Onion quality has been good in both areas and all colors.

Idaho Potatoes are flat with light demand. Most suppliers are still packing Burbanks but a few still have Norkotahs, and most continue to peak on 70-count and larger. Washington is steady on all sizes and remains heavy to the larger counts. Colorado is steady and packing larger sizes. Russet quality is excellent. Bakersfield, California continues packing Reds, Golds, and Whites but this is the last week on Whites. All three California varieties are heavier on A-size. Washington, Wisconsin, and North Dakota continue packing Red & Gold Potatoes and they are all mostly steady. All areas have better availability on A-size. North Dakota & Washington are coming to the end of the season. Florida is packing Red and Gold Potatoes and they are heavier on A-size. The Florida market is slightly lower. The colored Potato quality has been fairly good to excellent in all areas.

Western Squash continues to be unsettled on both Italian and Yellow Straightneck. Weather has hampered production in some growing areas, and supplies will continue to be light for at least 1-2 weeks. Some areas did experience cold weather damage but for the most part production has slowed until weather returns to its seasonal averages. Eastern Yellow and Green Squash continue to experience strong markets as temps in south Florida drop to just above freezing. Production should be slow for the next several days. There are both Hichiya and Fuyu persimmons and with limited quantity. Off shore Peaches, Plums, and Nectarines are available with good supplies.

Mexico continues to increase the volume for both Roma and Grape Tomatoes crossing the borders into the US. Quality has improved from weeks past with better color and size available. Eastern Round Tomatoes are good quality and availability. Larger product is easier to come by since many growers are still harvesting their crown picks. Weather may also contribute to sizing in weeks to come but quality is expected to remain excellent.

Produce Quiz

I am the strongest member of the cabbage family being able to withstand frost and snow. For this reason I am a staple winter vegetable, especially in rural areas where I am used in colcannon. Originally cultivated in the Mediterranean region, I was an important crop in Roman times and a staple food of the peasants during the middle ages. I am a sprouting plant and like broccoli or spring greens I have no heart. My leaves do not form a head; they grow freely in a wavy, curled, or toothed form. We bloom in a rainbow of colors ranging from reddish brown to bluish green, pink, white, and purple. As an adult I must be cooked to be digested so our Peacock and Nagoya varieties are often picked young and used as a salad component or in mesclun. Sometimes I am so pretty I'm simply left alone to add beauty to the landscape. With a flavor reminiscent of cauliflower and broccoli I can be braised, steamed, grilled, boiled, or stir-fried. I am great with bacon, garlic, and goat cheese. Vinegar or lemon juice will help keep my color during cooking.

Last Quiz Answer: Passion Fruit



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