

TESTA PRODUCE Market Report

Outlook for the Week of
**February 25,
2013**



Market Report

The quality of Romaine continues to be an industry-wide issue. Cold weather and high winds are expected to hit Yuma and the quality will only worsen from there and be prevalent for the rest of the growing season. This damage is not fixable and is here to stay for a while.

Apples out of New York include: Golden Delicious, Red Delicious, Red Rome's, McIntosh, and Empires. All have fair availability, are heavy on larger fruit, and should be packing through March. Washington Reds are peaking on extra-fancy 88/100's, with lower grades and smaller sizes remaining short, and some hail-grade Reds available. Golden Delicious are also heavy on extra-fancy 88/100's; lower grade Golden availability remains fair on 88's and larger and light on the smaller sizes. 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- demand remains very strong! Fuji, Pink-Lady, Cameo, Jonagold, Braeburn, Rome, Jazz, and the other varieties are still available. Pears are steady and quality is good. Washington D'Anjous are still peaking on larger sizes and US#1 grade. Washington Bartlett's are still producing mostly US#1 110's but supplies are light. Bosc and Red Pears are still available.

The Asparagus market is steady. Pricing is down on standard and large and up on extra large and jumbo. 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 are expected to be good throughout the week for Mexican product. The frigid temperatures this past week in Mexico altered production slightly, but warmer weather is expected this week. Mexican Avocado supplies are starting to tighten as growers hold back on harvests in hopes of raising the market price. California is beginning to harvest daily and will slowly see increase in volume.

Western Green Bell Peppers are unsettled, with indications that the market is moving upward on large sizes. There are adequate supplies of choice and smaller fruit. Open-Field Colored Red Bells are showing signs of an upward trend as things are transitioning or experiencing a small gap. Supplies are adequate and mostly big sizes available as some new acreage comes online. Gold Bells are

indicating an upward trend in FOB's as some are transitioning and gapping. Demand exceeds current supplies. The Eastern Bell Pepper market remains stable with no real changes expected for the front of the week.

Strawberry demands are still exceeding supplies out of California and Mexico. Florida supplies are better with most shippers. The forecast is calling for rain this week, which will hurt the harvest as this week moves on. Quality is fair. Mexican supplies will be winding up for the season in a couple of weeks. California supplies will slowly improve over the next two weeks. Quality is good and the market is firm. Raspberry supplies continue to be light but will improve as we get into March. Market is firm but steady, and quality is being reported as good with a few problem lots showing up. 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, which has this market steady. Quality is good, depending on the lot.

The Broccoli market is firm to start the week. Overall, supplies are light; Expect pricing to get stronger as the week goes on. Cool weather in the desert this past week has slowed production. Quality is reported as being good. California Carrot supplies and markets are steady, and demand remains good. Cauliflower is firm, and pricing is steady with all shippers. Due to the cold front that went through Yuma, expect availability to be light for the week. Pricing is likely to increase steadily for the rest of the week. There have been a few issues of brown spotting seen upon arrivals. Celery is steady overall. There is a pricing gap amongst shippers ranging from three-five dollars. Supplies have tightened up in Santa Maria, Oxnard, and Yuma. The smaller sizes, mainly the 36s, have a little better availability, compared to the larger sizing. The supplies out of all areas are expected to be light to moderate throughout the week.

The desert crop Lemons are finished for the season. The Ventura and Central Valley are now the Lemon producing areas. Volume and quality is good on all sizes. Navel Orange crop volume is good, and quality and flavor is very good. Fruit is currently peaking heavy at the Fancy grade and on 88's/72's/113's, with 56's and larger a little tight. Lime supplies are fair with some quality issues showing. Cold temps in Mexican growing regions have slowed production.

Market Report, Cont'd...

Western Cucs are very unsettled. We are experiencing a gap due to bloom drop from the cold snap a few weeks back. Supplies should be better by week's end. The eastern Cucumber market continues to be very strong as there is limited availability out West and cool temps in the Honduran growing regions have limited those supplies. Expect shippers to take advantage of this situation, keeping prices at the higher levels until the domestic deal starts in a week to 10 days. Western Eggplant is on an upward tick, but demand has picked up slightly. The eastern Eggplant market is gaining strength as supplies out of South Florida begin to dwindle.

Grape shippers continue to price based on fruit quality. Quality issues include splits and soft wet berries at the low end of the pricing. The east coast has good availability. Green Grapes remain limited with pricing now in the 20's. Globes are good availability, and Blacks are becoming more limited with higher prices. The Green Onion market is softer, and supplies are much better out of Mexico, and are expected to be moderate for the entire week. There continues to be industry-wide issues of yellowing, slime and decay being reported upon arrivals. Persimmons are finishing up with limited sizes available. Off shore Peaches, Plums, and Nectarines are available with good supplies. California Cherries will start around May 1st.

The Leaf Lettuce market is up on Romaine. Blister and peel continue to complicate production of this commodity. Green and Red Leaf are softer and shippers are willing to deal on decent size orders. 8-10 leaves of blister and 2-3 leaves with brown blister is a common characteristic that all suppliers are dealing with. Escalated pricing continues on all on all romaine items. Iceberg Lettuce is up to start the week, and pricing will likely be stronger throughout the week. There have been complaints on mechanical damage, pink ribbing, and epidermal peel. The desert region continues to be the main area of production for this commodity.

Cantaloupe is limited with only very large product available. Most Guatemalan shippers are between fields with the majority of the fruit coming out of Honduras and very limited. Small sizing will have little to no availability this week. The market is very firm. Offshore and Mexican Honeydew is limited. Mostly large fruit is only available. The next few weeks will have limited availability, and the market is very firm. The Watermelon market is extremely unsettled and on an upward trend. Demand exceeds on seedless Watermelon. Jalisco has entered new acreage and some growing areas are experiencing rain related issues, so 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.

Northwest Yellow Onions are starting to stabilize as the smaller shippers finish up; larger suppliers should continue packing through mid April. The demand remains relatively light. Jumbo yellows are still the peak size in the northwest. Mexican sweet Yellows are lower and being pulled down by the storage market. Whites are slightly lower in the northwest. Mexican Whites are also slightly lower. Onion quality has been good in both areas and all colors.

The Idaho and Washington Potato markets are both flat. Several Idaho packers are still offering volume deals to generate move-

ment. Most Idaho shippers are still packing Burbanks and only a few are running Norkotahs. Washington is steady on all sizes and they remain heavy to 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 but this is the last week on 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. 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 to A-size. Colored potato quality has been excellent in all areas.

Western Squash is showing signs of increasing supplies to start alleviating pressure on the market. Supplies have been interrupted as recent weather disturbances have hampered production in some growing areas. Supplies will continue light for at least couple of weeks. Some areas are experiencing bloom drop gaps but, for the most part production has slowed until weather returns to its seasonal averages. Supplies on eastern Green and Yellow Squash are extremely tight again this week. With unusual warm temps in south Florida, squash fields are not getting properly pollinated, and therefore producing very little Squash. Expect short supplies and high prices on Squash throughout the week.

Tomatoes are steady and quality is good. Cooler weather south of the boarder has caused volume to slow at Mexico crossings last week. With a reduction in shipments coming from Mexico and demand increasing, the market has strengthened a bit this week. Roma Tomatoes are slightly higher. The last week of February is expected to be very active with the proposed increases in pricing coming from the revisions to the Suspension Agreement due to take effect March 4th. Recent rain and cool weather has caused some strengthening in the eastern Tomato market this week. Quality product is continually reported from Florida with smaller sized tomatoes in fewer quantities. Early March should show an increase in volume, however is expected to drop off by April due to the recent weather that has come through the Immokalee region which has caused some slowing to production.

Produce Quiz

We Wheat were grown Rye and eaten Buckwheat in China Millet 5,000 years ago. We Adzuki Bean helped mountain Horse Bean dwellers survive hard winters and Beet merchant sailors Radish complete Cauliflower long voyages. Treat us Mitsuba like a vegetable or an Polygon herb, but be Celery sure to eat us Mint promptly to enjoy us Sunflower at our Perilla peak of flavor and nutrition. Try us Barley; try different ones of us Fennel; try us Fenugreek all different ways, because we're Leeks trendy, cute, tasty and unbelievably good for you. Some of us Mung Bean are larger and meatier, some Turnip thin and delicate. We Chrysanthemum are crunchy, nutty, tender, fresh, mild, sweetish, spicy, peppery; trimmed or natural. Exceptionally rich Oat in vitamins, minerals, high quality Onion protein, and enzymes, you can eat us Alfalfa raw in sandwiches, salads, or simply dressed, or enjoy us Broccoli steamed, boiled or stir fried. Do be careful Lentils and don't try to grow us Chard from commercial garden packets - we Corn need a special start and Chinese Cabbage they've been treated with stuff Mustard you don't want to eat. Also, those of us Peas that are legumes should be consumed Chick Pea raw in small quantities; some Soybean toxicity can be present.

Last Quiz Answer: Kale



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