

TESTA PRODUCE Market Report

Outlook for the Week of
March 26, 2013



Market Report

Apples are steady with excellent quality. New York has fair availability of Gold Delicious, Red Delicious, Red Romes, McIntosh, Wine Saps, and Empires. Washington has Red Delicious, Golden Delicious, Granny-Smith, Gala, Fuji, Pink-Lady, Cameo, Jonagold, Braeburn, Rome, Jazz, and a few others. Pears are steady and quality is good. D'Anjous are still peaking on the larger sizes, Bartletts are pretty much done for the season, and a few Bosc and Red Pears are around. The Asparagus market is softer, and supplies are stronger on all sizes. Mexican and Peruvian grass is available with good supplies.

Mexican Avocado has typical volume, but this week supplies will drop due to lack for harvest because of Easter. California growers continue to increase volume, but don't expect to see normal volumes until mid April. The majority of the production is sizing smaller. The market continues to rise on 48's and larger. Western Green Bells are unsettled, and the market is moving upward on large sizes. Open-Field Red Bells are settling due to better weather and increased production from new districts. The Gold Bell market is still unsettled with sporadic production. The Eastern Bell market remains steady with good quality. No changes are expected for this week.

Strawberry supplies are growing faster than demand so the market is falling quickly. Quality is good, with product on the large side. Florida got hit with 3 inches of rain so growing areas have quickly closed. Raspberry supplies are improving each week, with good demand keeping the market firm. Quality is good. Blackberries have very limited supplies due to warm weather in Mexico; the market is firm, and quality is fair. Blueberries are active with limited supplies. Chilean Blueberry season is coming to a close

and supplies from Florida, Mexico and California are still in the process of ramping up, so there will be limited supplies of Chilean Blues, but no were near enough to cover demand. A few growers in Florida and Mexico have started with limited availability.

The Broccoli market is active and overall quality is good. Supplies in Yuma are almost finished, and suppliers are transferring from Salinas to fill orders. Pricing is competitive out of Santa Maria and Salinas, so expect pricing to be active throughout the week. California Carrot supplies are steady, and demand is good. Cauliflower is stronger, but there have been brown spotting quality issues. Availability is expected to be light for the week. Supplies in Yuma are almost finished, but Santa Maria also has production. Celery is steady. Supplies have picked up in Oxnard and Yuma is winding down. Small sizes are commanding a higher price.

Ventura and Central Valley are the main Lemon production areas. Volume is good on smaller product and quality is overall good. Navel Orange Crop volume, quality, and flavor are all good. Lime supplies are better this week and demand is good, but there are still some quality issues showing. The Western Cucumber market is settling down as weather and production have improved. Eastern Cucks are finally starting to ease up. With more domestic product available in Florida and markets dropping out west, the market should head downward this week. Western Eggplant is trending upward and demand exceeds current supplies. Eastern Eggplant is still strong as supplies out of South Florida dwindle. This market will tighten up continually until the spring deal gets going farther north.

Grape shippers are pricing based on fruit quality. Quality problems include splits and soft wet berries. Crimson has

Market Report, Cont'd...

the best quality but prices are definitely much higher. The west coast is struggling to cover orders, as the next vessel is not due in until Thursday. Green Grapes have good supplies and quality, and Globes and Blacks have good availability.

Green Onions are stable, and supplies are good with most suppliers out of Mexico. There are still issues of yellowing, slime, and decay on some product. Volume deals on Yellow Onions are gone but demand has been steady. Yellows are peaking on jumbos in the northwest but there are plenty of mediums too. Mexican Yellows are up slightly and their demand has been strong. The Red market should stay strong until California's Imperial Valley hits its volume in the next two months. Whites are mostly steady. Overall, Onion quality and all colors are good.

Romaine and Romaine Hearts are more readily available, and this market is softer. Production is currently out of Yuma, Huron, and Santa Maria. Quality issues of blister and peel are still present on this commodity. Good supplies exist on Red and Green Leaf, and escalated pricing continues on all on all romaine items. The Lettuce market continues to have complaints on mechanical damage, pink ribbing, and epidermal peel. Huron production is picking up with better availability expected next week. Suppliers have moderate numbers, but lack of demand has allowed this market to soften. Escalated pricing is in effect.

Cantaloupe remains limited on the west coast with a firm market, but the east coast market is softening and has better supplies due to lack of demand. Transitions in growing regions have put them behind in getting the vessels loaded. Offshore and Mexican Honeydew are still extremely limited with mostly large fruit available. The west coast will not have any availability until midweek at the earliest. The market is very firm. Watermelon is unsettled but availability is improving. Northern areas are scheduled to start within a week, but supplies are light. Availability on seeded watermelon is sporadic.

The Idaho Potato market is mostly steady; a few volume deals on 70-count and larger Burbanks remain but most are gone. Idaho continues to peak on 70-count and larger in both varieties. The Washington market is steady on all sizes and they continue to peak on the larger counts. Colorado is also steady on all sizes, and peaking on 70-count and larger. Russet quality is excellent. A couple Bakersfield packers have started running Whites but the availability is light and sizing is small. Washington, Wis-

consin, and North Dakota all continue packing Red & Gold Potatoes but supplies are light as all three areas are almost finished. Florida is packing Reds, Golds, and Whites. They are all heavier on A-size and the market is stronger on all three colors. The colored potato quality has been fairly good to excellent in Florida and Washington but only fair from Wisconsin and North Dakota.

The Western Squash market continues unsettled on both Italian and Yellow Straightneck with increasing supplies on Italian Squash pressuring the market downward. Yellow Straightneck Squash will continue to be light on supplies as older districts play out. Northern districts should start with a week or so. The eastern Green Squash market has loosened up considerably but Yellows still remains somewhat strong. Off shore Peaches are limited, Plums, and Nectarines are available with good supplies. California Cherries will start around the beginning of May. California Kiwi is finishing up with mostly Italian available now and Chilean coming in as early as next week.

Tomatoes are steady and quality is good. Recent weather has caused Mexico's volumes to result in a reduction of at least half of supplies. Roma are light demand and vary in quality and condition, and there is light supply and moderate demand for Grape and Cherry Tomatoes. Weather is better this week with warm and dry conditions expected to continue until the middle of next week. Recent warm weather out east has increased the volume outlook for round tomatoes. Demand for Roma is fairly good and vary in quality. Grape and Cherry Tomato demands are lighter and are in good supply.

Produce Quiz

Utilized as a food by the North American Indians for thousands of years, I probably originated in the southwestern part of North America. My cultivation dates back to 900 B.C. Europeans learned of me in the 16th century and I was developed as a commercial oilseed by 19th century Russians. Today my most popular growing regions are Argentina, China, France, Russia, Spain and the United States. Summer is definitely my season, and in a way I am named after it. My thick hairy stem can be anywhere from 3 to 20 feet tall and my flower, a flat round brown disk edged with yellow petals, can grow to be 20 inches in diameter. Every part of me is useful. My seeds are edible raw, roasted, chopped, ground, or sprouted. The oil from my seeds is very popular, as it is rich in polyunsaturated fatty acids. This oil is used in salad and cooking oils, margarine and shortenings, and has even proven useful as a diesel fuel additive. My flowers are the source of a substance used to treat malaria, while my petals are used for making dye. Bee colonies are often placed in my fields for pollination and the production of honey. As a pharmafood I am an excellent source of potassium which promotes the reduction of sodium by means of urination. I am also considered to be an expectorant, relieving the symptoms of coughs, colds, and asthma. I am known to help poor vision. If planted accordingly, I can make a great summer fence.

Last Quiz Answer: Gourd



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