

TESTA PRODUCE Market Report

Outlook for the Week of
April 2, 2013



Market Report

Spring is here, Easter is over, the weather is slowly starting to get warmer and more and more people are out and about. With more people out, more of you, specifically our downtown Chicago customers, should be able to catch a glimpse of our electric trucks darting around the city! These are our newest addition to the fleet and run on 100% pure electricity. We have a contest going on right now. Anyone who takes a picture of one of these trucks, and gets the TOP VIEW of the truck, can send it into us and be entered into a drawing to win a prize! Make sure you keep an eye out for these new trucks and send it a picture to angelab@testaproduce.com and you could be our winner! Now for the produce..

Apples are steady and quality is excellent. Fair availabilities of the following varieties out of New York include: Golden Delicious, Red Delicious, Red Rome, McIntosh, Wine Sap, Stamen, and Empires. There are also Apples out of Washington; to name a few we have: Red, Golden Delicious, Granny Smith, Galas Fuji, Pink Lady, Cameo, Jonagold, Braeburn, Rome, and Jazz. Various volumes are available for each. Pears are steady with good quality. Washington D'Anjous are peaking on the larger sizes. Bartletts are pretty much done for the season, and we've got a few Bosc and Red Pears around.

Asparagus is lower in price. Domestic supplies are stronger on all sizing, Mexican supplies look good, and you can get Peruvian Grass as well. Good supplies and availability. Avocado is steady and quality is excellent. Mexican supplies are normal. California is waiting for product to come to size; harvesting is limited, but volume is increasing gradually. Sizing from both areas is still small. Western Green Bells are unsettled, and the market is moving upward on large Bells. Red Bells are settling due to better weather

and increased production from new districts, and Golds are unsettled with sporadic production. Eastern Peppers are climbing, and Florida product is dwindling.

Strawberry supplies are building out of Oxnard, Santa Maria, and Salinas/Watsonville, with the best quality from Oxnard and Santa Maria. We Light water damage may show up later this week because of rain in Cali. This market is steady. Raspberries are still limited and will be for a couple of weeks. Quality is good, and the market is steady but firm. Blackberries are still very limited due to weather in the growing areas. Supplies should start improving toward the end of the week. The market is firm, and quality is fair. Blueberries are active with limited supplies. Chilean Blueberries will be limited this week and then close for the season. Supplies from Florida, Mexico, and California are ramping up, with limited availability. Offshore Peaches are limited, and Plums and Nectarines have good supplies. California Cherries will start in about a month or so. California Kiwi is finishing up with mostly Italian available now and Chilean coming in next week at the earliest.

Broccoli is stronger, especially on crowns, and overall good quality. Yuma is pretty much finished, and suppliers are transferring from Salinas to fill orders. Pricing is competitive out of Santa Maria and Salinas, and will likely climb this week. Carrots are lighter, yields are lower, and sizing is small. The market is rising and demand is good. Cauliflower is active, sizing is tight, and pricing will be active this week. Yuma is almost finished, and Salinas and Santa Maria have very light availability. Some brown spotting is still showing up on the product. Celery is firm, and small sizes are higher priced. Oxnard has good supplies, Yuma is finished, and Salinas hasn't begun production yet.

Ventura and Central Valley Lemons are good quality and good volume on 140's and smaller, with shorter supplies on

Market Report, Cont'd...

115's and larger. The Navel Orange crop volume, quality, and flavor are all good. Limes supplies will be light due to rain in Mexico and the lack of picking last week. Some quality issues are showing, but demand is good. Grapes are priced based quality. Reds are steady in the 20's and will remain there due to limited fruit coming in. Greens are plentiful with prices all over the board based on quality, and Blacks and Globes are available with good quality.

Western Cucs are settling down as weather and production have improved, and the market is gradually coming off. Eastern Cucumbers have settled with ample availability on almost all products. The market should move downward this week, as more domestic product is available in Florida. Eggplant Market is trending upward, and demand out west exceeds current supplies. Eastern Eggplant is strong; supplies out of South Florida are dwindling. This market will tighten up continually.

Green Onions are steady, and supplies should be good this week. Some yellowing, slime, and decay issues have been reported. Yellow Onions are steady in Texas and up slightly in Idaho/Oregon & Washington. Jumbo Yellows are the peak size but plenty of mediums are available too. Reds are higher in all areas due to light supplies, and is expected to stay strong for several weeks. Whites are steady and supplies remain short. Mexican Whites are also slightly higher due to lighter supplies. Overall, Onion quality is good in all areas and on all colors.

Romaine and Romaine Hearts are more readily available; pricing is down and quality is up in Huron. There is also availability in Yuma and Santa Maria. Good supplies exist on Red and Green Leaf as well. The Iceberg Lettuce market is softer, with strong supplies out of Santa Maria, Huron, and Yuma as well. Still some complaints about mechanical damage, pink ribbing, and epidermal peel, but the problem is getting better. Production has picked up, in part from lack of demand in the marketplace.

Cantaloupe is lower and quality is good. Guatemalan product will be done with only Honduras fruit available. Cold weather in the Northeast and the end of the Easter pull has softened the market. Next week should bring good supplies and a lower market, but in the upcoming weeks, fruit looks to get tight and remain limited to finish out the offshore season. Honeydew remains steady; Mexican fruit is coming into Nogales with better availability and there are better supplies are coming in out of the west on offshore fruit. Watermelon continues to be unsettled but availability is improving. Demand exceeds on Seedless, and availability on Seeded is sporadic.

Idaho Potatoes are slightly higher on 70-count and larger due lighter supplies, with 80-count and smaller mostly steady. Burbanks and Norkotahs are available out of Idaho. Washington and Colorado are steady on all sizes and continues to peak on 70-count and larger. Russet quality is excellent in all areas; a couple Bakersfield packers have started running desert Potatoes and California volume should start to increase. Florida is still packing all colors but availability is light due to strong demand. Markets for all colors are higher and strong. Washington, Wisconsin, and North Dakota all continue packing Reds & Golds but supplies are light as all three areas are almost finished. The new crop quality has been good in Florida.

Western Squash is unsettled as increasing supplies on Italian Squash are pressuring the market down. Yellow Straightneck supplies will be light as older districts play out, but the market likely won't settle until the Northern districts begin production this week. The market on Green Squash has loosened up considerably but Yellow still remains somewhat strong. With temperatures due to warm up in Florida this week, Yellows should start to ease up a bit. Central Florida will start up at the end of this week.

Western Tomatoes are picking up in Mexico with increased volumes crossing the border, however larger sizes remains tight. Light supplies of Grape and Cherry Tomatoes range in quality. Prices will soon reach minimum levels established by the 2013-revised Tomato Suspension agreement between the U.S. and Mexico. Eastern Tomatoes are steady and quality is fair. Cooler weather has caused Florida crops to yield smaller sized Tomatoes but is reported of good quality. Grape and Cherry Tomatoes are abundant and good quality.

Produce Quiz

From the ancient land of Persia to Russia, from the Himalayas to Afghanistan I am truly the fruit of the gods. Arriving in America via Spanish sailors I was well known to Moses, Persephone (the goddess of fruit) Olearius and Mohammad. Known as the "fruit of many seeds", I have also been called the forbidden fruit and the fruit of fertility. My Faberge style jewel-case skin is inedible and leathery tough with a turret-like calyx. This protects my ruby colored treasures inside. I am three inches in diameter and grow on a tree that can reach 20 to 30 feet high but is often pruned down to six or twelve feet. Prior to fruiting I bear large, trumpet shaped flowers. If you treat me nicely I will remain edible for up to three months after harvest, but don't pluck me early as I don't ripen off the tree. Most often eaten fresh (with seeds swallowed or not), my sweet/tart pulp is also used for concentrated syrups, drinks, soups and desserts. I have a high citric acid content which accounts for my tartness. I am also a good source of Potassium and Vitamin C. According to Greek Mythology, "six of seed" are responsible for winter.

Last Quiz Answer: Sunflower



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