

TESTA PRODUCE Market Report

Outlook for the Week of
April 9, 2013



Market Report

Apples are steady and quality is excellent. Out of New York we have: Golden Delicious, Red Delicious, Red Rome, McIntosh, Wine Saps Stamen, and Empire varieties all with fair availabilities. Red, Golden, Granny-Smith, Gala, Fuji, Pink-Lady, Cameo, Jonagold, Braeburn, and Rome varieties are available. Pears are steady and quality is good. Washington D'Anjou's are still peaking on larger sizes but availability is down. There are a few Bosc and Red Pears left around.

The Asparagus market remains unchanged. Mexican supplies have lessened, domestic supplies are up, and Peruvian grass is available in LA. Good supplies this week. Mexican Avocado is steady on harvest and supplies. California Avocados are waiting to gain size, but getting better. Volume will increase throughout the month. The market looks to be stabilizing 48's and larger. Western Green Bells are unsettled and the market is moving up on large sizes, with supplies mostly on choice and smaller. Spring crops are coming soon. Red Bells are settling thanks to better weather and increased production, and have a wide range of pricing and quality. Golds are unsettled with sporadic production. Eastern Peppers are steady with good quality. This market will rise until Plant City is ready to go in a couple of weeks.

Strawberries are harvesting out of Oxnard, Santa Maria, and Salinas/Watsonville, with the best quality coming from Santa Maria and Santa Maria and Salinas/Watsonville areas getting a premium due to better quality. The market is slightly firmer with a split market starting. Raspberries are currently coming out of Mexico with limited supplies in Oxnard and Salinas. Supplies are limited

and will stay that way for the next couple of weeks. Quality is good, and the market is steady but firm. Blackberry supplies are improving, the market is steady, and quality is fair. Some shippers still have limited supplies that should improve throughout this week. Blueberries are higher and quality is good. Chile is done, but Florida and California have started with limited supplies. The market is firm but weakening in the upcoming weeks.

Broccoli is softer, and quality is overall good. Santa Maria is offering deals, production has picked up in Salinas, and Yuma is done. California Carrot supplies are lighter with small sizing. Demand remains good and market is rising. Cauliflower is firm. With light supplies and higher prices on twelve counts. Yuma is finished, but Salinas and Santa Maria have light availability. Some sporadic reports of brown spotting have been reported upon arrival. Celery is softer on large sizing. Supplies are good out of the Oxnard region, Yuma is done, and Salinas hasn't started up yet. Small sizes are about twice the cost of a twenty-four count.

Lemons are coming from Ventura and Central Valley areas. Volume is good on small sizes with larger sizes scarce. Good demand and good quality. Navel Orange volume is good, with good quality and flavor. Oranges are peaking heavy on Fancy and 88's, 72's, 113's, with 56's and larger very tight. Lime supplies are a little better starting the week, but there are still some quality issues. Grapes are steady and quality is good. The strike is over in Chile, however several shippers have about 10 day gaps on arrivals starting next week. The market should strengthen late this week on both Red and Green Grapes. Black Grapes are stronger and firm, and Globes are available with good quality.

Market Report, Cont'd...

Western Cucs are settling. Weather and production have improved, and the market is gradually coming off. The eastern Cuc market has settled, and has great availability. The market will likely head downward this week. Western Eggplant is trending upward, and demand currently exceeds supplies. Eastern Eggplant is strong and supplies out of South Florida are dwindling. This market will tighten up until the spring deal gets going farther north.

Green Onions are steady with good supplies mostly out of the Mexico region. There are still some sporadic complaints of yellowing, slime, and decay so be aware of that. Yellow Onions out of Washington and Idaho/Oregon are steady with a little flex for volume. Volume out of Texas is increasing with a lower market, and most packers peaking on jumbos. California is expected to begin harvesting next week and could start packing that week, weather permitting. Reds are steady but strong in Texas and the northwest, and Texas/Mexican Red volume is still limited. Expect the Red market to stay strong until California's Imperial Valley hits its volume in approximately four weeks. Whites are steady, supplies are still light, and quality is good in all areas and on all colors.

Romaine and Romaine Hearts continue to have strong availability. Huron has good production and Salinas' production is picking up, with light availability in Yuma if needed. Good supplies exist on Red and Green Leaf as well. Expect good production numbers throughout the week with all leaf items. The Lettuce market is on the soft side- there's a two-dollar spread in the marketplace. Supplies are good out of Santa Maria, and Huron, and supplies in Yuma should be just about finished this week. There are still a few complaints on mechanical damage, pink ribbing, and epidermal peel.

Cantaloupe has good availability and quality this week, with west coast supplies strong this week. Honeydew is lower and quality is good. Offshore and Mexican product is available with good supplies peaking on large fruit. The market is unsettled but availability is improving. Demand exceeds on Seedless and availability on Seeded is sporadic. Offshore fruit will continue with arrivals through the end of the month, with most fruit peaking on 50's and larger. Peaches, Nectarines and Plums are available. Cherries will start with the brooks varietal at the end of this month, and Apricots will get going at the beginning of May.

Idaho Norkotahs are steady on all sizes but volume

is limited because only a few shippers are packing them. Burbanks are steady on larger sizes, and higher on 80's and smaller. Idaho is peaking on 70-count and larger; most Idaho shippers are still packing Burbanks. The Washington market is steady on all sizes and they are peaking on larger counts. Russet quality is excellent in all areas. Bakersfield has started packing new-crop desert Potatoes. Expect California volume to increase as the week goes on. Florida continues to pack all colors but availability remains light. Markets for all three colors are steady to higher. North Dakota is still packing Reds and Golds, but quality is variable. The new crop quality has been good in Florida.

Western Squash is still unsettled on both Italian and Yellow Straightneck with increasing supplies on Italian Squash pressuring the market downward. Yellow Straightneck continues with wide range of quality and pricing. The Eastern Green Squash market has loosened up and Yellow is finally following suit. Central Florida / Plant City will begin by the end of the week.

Mexico's Tomato volume crossing the border has increased with larger sizes slightly behind others. Grape and Cherry Tomatoes vary in quality and are in light supply. Quality on Rounds is fair and expected to progress when Jalisco begins to pick. Florida's cool weather patterns have caused Tomato crops to yield smaller sized, good quality product over the past few weeks. Grape and Cherry Tomato volumes are slightly down but expected to return to normal this week.

Produce Quiz

I'm the best plant since sliced bread. I am the "The Supermarket of the swamps" according to Guru of nuts and twigs, Euell Gibbons, "the cat's meow, and the ducks feather." You'll go wild over my ability to soothe your sore gums and cure your sweet tooth. I feature prime nesting grounds for red-winged black birds and marsh wrens. I also offer material for human shelter and warmth in the form of lean-to's and garments. I was used during WW I as an artificial silk, a substitute for cotton, and as a down for gloves and coats. You too can create wondrous and unique garments that will wow and dazzle your friends. I'm a versatile plant, because not only can I be used for shelter and garments, I can also be used for weaving baskets to hold your favorite cakes and pastries made from the flour-like pollen of my flowers. Did you know that the pollen from just one acre of me can provide as much as three tons? My roots can also be made into flour or a thickener for cooking when you separate the fibers from my roots. When boiled I taste like a mashed potato and when macerated I make a sweet syrup for the pancakes you've made with the flour from my pollen. Eaten raw, my shoots or stalks are like celery sticks and can be used in salads, roasted, or sautéed. When steamed I taste much like asparagus and my flower spikes can be boiled and eaten like corn on the cob. I am a plant ahead of my time, high in protein available year round. Roots in the winter, shoots in the spring and flowers in summer. Who can beat that?

Last Quiz Answer: Pomegranate



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