

TESTA PRODUCE Market Report

Outlook for the Week of
April 17, 2013



Market Report

Apples are steady and quality is excellent. Out of New York we've got decent amounts of Golden Delicious, Red Delicious, Red Rome, McIntosh, Wine Sap, Stamen, and Empire. Washington Reds are steady, with smaller sizes and lower grades short. Golden Delicious are steady and peaking on extra-fancy 88/100's, with lower grades less available. Granny-Smith are slightly higher. Small Grannys are short, especially with lower grades. Galas are strong and peaking on 80-100's and extra-fancy grade. Fujis volume is up and peaking on 64-80's and producing more extra-fancy grade. Limited amounts of Pink-Lady, Cameo, Jonagold, Braeburn, Rome, and other varieties are available as well. Pears are steady and quality is good. Washington D'Anjous are peaking on larger sizes and the US#1 grade but availability remains light. A few Bosc and Red Pears are still around.

Asparagus is steady and supplies should be good this week. Mexican supplies are down, due to high temperatures, while California supplies have picked up. Peruvian grass is available in LA, as well. Avocados out of Mexico are holding steady on harvest and supplies, while California growers are waiting to gain size. A better harvest on 48's is starting to come in, and they will continue to increase volume throughout the month. The market is stabilizing 48's and larger sizes. Western Green Bells are very unsettled and the market is moving upward on larger sizes, with most supplies on choice and smaller. Red Bells are perking up because of field down sizing. Gold Bells market are unsettled and production is sporadic. The eastern Pepper market has stabilized. Florida shippers will likely bring the market on bigger sizes down slightly, with off grades continuing to be tight.

Strawberries are steady with a split market due to quality and size, with Santa Maria and Salinas/Watsonville getting Premium. Oxnard growers switched a few fields to the freezer market due to quality and market conditions, but this hasn't affected the market because there are multiple growing areas in full swing. Raspberries are mainly coming out of Mexico right now with limited supplies in Oxnard and Salinas. Supplies will be limited for the next couple of weeks. Overall, Blue quality is good, and the market is steady and firm. Blackberry supplies are improving, quality is fair, and the market is steady. Some shippers have limited supplies but should improve throughout the week. Blueberries out of Florida and California have started with limited supplies. The market is steady but might weaken the next few weeks as supplies grow out of these new areas.

Broccoli is steady and quality is good. Santa Maria and Salinas are offering good deals; production has picked up in Salinas, and will be strong throughout the week. Carrot supplies out of California are lighter, yields are lower and sizing is small. Demand remains good and market is firm. Cauliflower is stronger, with light supplies and higher prices on twelve counts. There are still sporadic reports of brown spotting upon arrival. Yuma is finished, but Salinas and Santa Maria have light availability. This will be the production pattern this week. Celery is stronger and quality is fair. Yuma is finished and Salinas hasn't begun production yet. Small sizes are commanding a higher price with most suppliers, and we expect pricing to be active this week. Western Cucs are settling down with the improvement of the weather and production. Eastern Cucs have settled and have plenty of availability, with the exception of #1 product. Increased domestic product available in Florida and dropping markets are progressing the market downward this week. Western Eggplant is heading upward and demand currently exceeds supplies. Eastern Eggplant market is softening and likely going to trend downward throughout the week. Effects

Market Report, Cont'd...

from a Grape shipper's strike have created about a 10- day gap on arrivals. There are currently plenty of Grapes but things may tighten on Reds by the end of the week. Green Grapes are very limited on good quality fruit and the market is up. The Black Grape market has strengthened and is firm, and Globes are available with good quality.

The Green Onion market is stronger with moderate supplies this week. Supplies have tightened up from a drop in Mexican production. There are still some sporadic quality issues of yellowing, slime, and decay. All areas are lower on Yellow Onions. Expect the market to remain weaker until the northwest cleans up. Most northwest and Texas packers are peaking on Jumbo Yellows. Vidalia, Georgia is starting to pack Sweet Yellows this week and California desert will begin packing early next week. Reds are steady but strong in all areas due to light supplies. Texas Red volume remains limited and the northwest is almost finished for the season. Reds will likely stay strong until California's Imperial Valley hits its volume in about a month. Whites are steady in the northwest and supplies are short, and higher in Mexican/Texas. Overall Onion quality is good in all areas and on all colors.

Romaine and Romaine Hearts have moderate availability this week. Huron has light supplies so Salinas has become the main area of production. Good supplies on Red and Green Leaf as well. This market will likely get stronger by the middle of the week. The Iceberg Lettuce market is stronger and the pricing gap has closed since last week. Huron volumes are down and pricing has become active. Supplies have lessened in Santa Maria and Yuma is pretty much finished. There are still some quality complaints of mechanical damage, pink ribbing, and epidermal peel, but things are getting better.

Lemons have good demand and quality with the main production areas of Ventura and Central Valley. Volume is good on 165's and 200's, with larger sizes less abundant. Navel Oranges are running short on small sizes, peaking heavy on the Fancy grades, and very tight on 56's and larger. Shippers are starting light in Valencia. Limes supplies and demand are a little better this week, but there are still some quality issues. Cantaloupe is steady with good availability and quality out of the west coast. Both offshore and Mexican Honeydew are available with good supplies and peaking on large sizes. Watermelon continues to be unsettled with improving availability. Larger melons are light due to cool evenings with Northern areas scheduled to start within a week. Availability on seeded watermelon is sporadic, and demand exceeds on Seedless.

The Idaho Potato market is slightly higher on Burbanks

and is up slightly on Norkotahs. Burbanks are currently the most commonly packed variety with availability on smaller counts. Idaho continues to peak on 70-count and larger on both varieties but a bin promotion is taking many of the larger counts out of the fresh market. Very few Idaho suppliers are running Norkotahs. Washington is steady on all sizes and peaking on larger counts. Colorado is steady on 70-count and larger and slightly higher on the 80's and smaller. Russet quality is excellent in all areas. Bakersfield shippers continue to pack new-crop desert Red, Gold, and White Potatoes. California Reds are large while Golds and Whites are small and producing more B-size. Florida is packing all colors but availability is light due to demand. Markets for all three colors are steady. North Dakota is packing Reds and Golds but quality is variable.

Western Squash is still unsettled on Italian and Yellow Straightneck with lighter supplies of Yellow Straightneck. Italian Squash is trending upward. Eastern Green Squash has loosened up and Yellow is following suit. Central Florida / Plant City area will be working small volumes of Squash this week. The California Stone Fruit season will start with Apricots at the end of the month and Peaches and Nectarines around the first week of May. Cherries will start with the Brooks varietal at the end of the month. Western Tomatoes out of Mexico have sufficient volume of Rounds and Romas but quality is fair at best. Grape and Cherry Tomatoes are in light supply and vary in quality. Mexican fruit is expected to improve when Jalisco begins production in a few weeks. Eastern Tomatoes are fairly stable with Round Tomato quality very good, and larger sized product should be available in a few weeks.

Produce Quiz

I begin green with envy but turn red with fire. Cultivated in the Veneto region of Italy dating back to the 1500's, Italy is still my largest producer. While Southern France has also been known to fill their fields with me I am also becoming a favorite along America's West Coast, as well as excited farmers in Central America. My wine-red leaves are striking when contrasted with my creamy white ribs. I must have cool nights to achieve my appealing color. If I am kept completely in the dark I fail to achieve my full red stature and my head of leave becomes marbled in pink. With limited light I get a patchy green or copper color. I'm really happy with warm days and cool nights, so leave me that way and I'll glow for you, OK? People like my tight compact head, and it seems the heavier the better. My bitter flavor contrasts well in fresh green salads but it's tough to get a whole leaf of me unless you pick from my center. I am also good as a vessel for chicken, shrimp, potato, rice or fruit salads and I can brighten up any stir-fry. When poached I become a bit softer, but the tradeoff ROBYN is loss of color. I have also been found in pasta dishes, omelets, or halved and charred on the grill. Know to stimulate appetite and as a diuretic, I contain folic acid, potassium, and vitamin C.

Last Quiz Answer: Cattail Shoots



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