

TESTA PRODUCE Market Report

Outlook for the Week of
May 13, 2013



Market Report

I hope all you wonderful moms had a Happy Mother's Day this weekend. At least we had a nice day to be outside and spend time with the family. Can you believe it, it's mid-May and the temps are still all over the place. Hopefully things will start to level off soon, and stay that way! We have the National Restaurant Show coming up this weekend so the city will be busy, which means plenty of opportunity for hungry customers, so plan accordingly. If you have the chance, you should try to check out the show, there are usually lots of great booths you can eat and drink your way through.

Now for the produce. Blueberries are steady and quality is overall good. Rain has put a damper in production for some areas, but should smooth over soon. Blackberries are higher priced but movement looks like it going to stay the same. Raspberry movement is improving and prices are lower. Quality is sporadic. Strawberries are relatively steady, some areas are higher, some lower. Pricing has stayed consistent but not

so much for quality. Pineapple is steady and prices are unchanged.

Broccoli and Cauliflower are both higher priced. Brussel Sprouts, Bell Peppers, and Potatoes are all going to cost more as well. Squash is overall steady price-wise; Zucchini is a little higher however. You can get your Cantaloupes, Honeydew, and Watermelon for lower as well, all with good quality.

Lemons are moving about the same with prices slightly higher. Limes have lower supplies right now, and quality is variable. Oranges have slightly higher prices and movement is going to decrease. Apples are active. Varieties out of Washington include: Red Delicious, Golden Delicious, Fuji, Granny Smith, Gala, and Braeburn, to name a few. Very few markets are available out of New York. Avocados are steady both in movement and pricing. Grape movement is going down but prices are relatively steady; quality is good. Pears are steady, pricing is slightly higher, and quality is good out of Washington.

Market Report, Cont'd...

Asparagus is higher priced and movement is increasing. We should be starting up with Local Asparagus soon out of Michigan, so ask your sales rep about that if you're looking for another local item. Don't forget about our partnership with FarmLogix to bring you hundreds of farm and produce items to choose from. If you want to learn how to be a part of that, give us a call. Your sales rep will be happy to talk to you further about it. Cabbage is moderate and pricing is steady.

Carrots are steady but pricing is slightly higher. Quality has been good. Celery is steady but active. Pricing is lower and quality is good. Cucumber pricing varies depending on the source. Movement is lower and quality is good. Eggplant movement is decreasing and pricing is unchanged. Overall, quality is good.

Iceberg Lettuce is steady and fairly slow. Prices are lower and quality has been good. Romaine is moving about the same as previous weeks and quality is good. Pricing varies depending on the region. Green and Red Leaf are moving pretty well and quality is good- Pricing is steady. Spinach is steady and active and prices are higher. Green Onions are steady and quality is good. Greens are moving slower and prices are lower while Reds are more active and prices are higher. Some growing areas in California had some unseasonable weather so harvests might start a little later.

Tomatoes are active and prices are higher. Right now Tomatoes are coming from Florida and/ or Mexico. Quality is good. Cherry and Grape Tomatoes are available as well. Onions are steady and pricing is standard. Potatoes are actively moving upward. Pricing and availability are slightly higher.

Produce Quiz

Don't call me daughter, although I am a delectable member of the Purslane family (Portulacaceae). I am a small but loveable breed, and I am often found in the underbrush, but usually mistaken for a weed. My white notched wildflower blossom is in the center of what appears to be a single cupped round leaf, but is actually two leaves fused together. My single shoot grows no more than twelve inches tall, but my stems spread out from my base to form groundcover. As an early spring plant I am succulent and have round green leaves with a pretty flower in my center. I have been spotted in shades of purple and brown, but I am primarily green. During the California Gold Rush my leaves were anticipated with great joy because when consumed we helped people fight off scurvy. While I thrive in the early warm weather of spring, the summer heat will dehydrate me quickly, thus making my life a brief one. Whether you enjoy me under my American, Indian or Spanish name, my showcase leaves make me a wonderful addition to any salad. As a green I am a uniquely intense source of vitamin C.

Last Quiz Answer: Jackfruit



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