

TESTA PRODUCE Market Report

Outlook for the Week of
June 17, 2013



Market Report

The end of this week is the official kick-off of summer in Chicago. The weather should start to warm up and people will be spending more time out and about. It also means that local produce is in full swing. As a way to help you get all the local you need, I want to invite you one more time to the Meet the Farmer event Testa and FarmLogix is sponsoring on June 30. If you want to learn more about FarmLogix or meet some of the farmers that are involved in the program, you are invited to attend a Meet and Greet out in Burlington, Wisconsin. The link to register for the event is <http://events.constantcontact.com/register/event?llr=w99db8jab&oeidk=a07e7klkq1767dc78b> or you can access it via our Facebook, Twitter, or website. If that's a little too long of a drive for you, contact your Testa sales rep for more information. If you're looking for a way to bulk up your local purchasing, now is the season to do that! And what better way than to personalize your local program than to meet the person growing the food you're serving. Also, don't forget to ask your Testa sales rep to see what's new to our ever-growing local program here at Testa. On another note, Happy belated Father's Day to all the dads out there! Now to the markets..

Raspberries are steady and demand is moderate. Blackberries have a wide range in quality but the markets are steady. Blueberries are steady and demand is moderate. Quality is variable but it is improving. The market for conventional 12-1 pints is

slightly higher. The Strawberry market is steady and demand is good. Quality is variable as well.

Lemons are steady. Supplies of 75-115's are moderate and demand is good. Valencia Oranges are steady. Demand on 113-138's is moderate. Supplies on Shippers Choice grade is light but other grades are moderate. Limes have moderate demand. The market on 175's are lower but others are steady. Clementines are steady and demand is moderate.

Watermelon quality is good. Demand on Seedless 36 count melons are good, most others are moderate to light. The market on Seeded 28's is lower and higher for Seedless 46 and 60; all other Watermelon is mostly steady. Supplies of Seeded 60 counts are heavy. Cantaloupe demand is fairly light, however demand of 120's is very good at slightly lower prices. The market for 120's is slightly lower, while most others are steady. Honeydew has moderate demand and the market is steady to slightly higher. Pineapple has fairly light demand. The market is just about steady. Product is coming in from Costa Rica, Panama, Honduras, and Guatemala.

Apples are steady and demand is good. Available varieties include: Red Delicious, Golden Delicious, Fuji, Granny Smith, Gala, Royal Gala, Pink Lady, and Braeburn- to name a few. Pears are steady and demand is good. Peaches have moderate demand. The market on 2.5-inch product is lower and most others are steady. Primary varieties available include: Crimson Lady, Brittney Lane, Spring Snow,

Market Report, Cont'd...

Ivory Princess, Goldprince, Junegold, Rubyprince, Sureprince, and Summerprince. Apricots are steady and demand is good. Nectarines have fairly light demand on 60-64 sizes and others are moderate. The market is overall steady. Plums are steady and demand is fairly good at a lower price.

Grapes are overall steady to lower. Black Seedless are steady right now. Demand is fairly light. Demand for Seedless Flames are good and Sugraones are light. Markets for both Sugraone and Red Globes are lower. Avocados have moderate demand and overall steady markets. The market for 36's is slightly higher and higher for 60's and 70's. Asparagus is steady and demand is good. We've got lots of great local Grass coming in so make sure you don't miss out on that. Eggplant has fairly light supplies and moderate demand. The market on larger product is lower right now and most others are steady.

Tomatoes have fairly light demand and the market is steady to slightly lower. Quality varies. Grape and Plum Tomatoes have well to moderate demand and the market is steady to lower on both. Bean supplies are very light and demand exceeds right now. The market is steady. Cabbage has light supplies with fairly good demand. The Cabbage market is overall steady. Cucumbers have moderate demand and the market is steady.

Squash has light supplies and demand is good. The market is overall steady. Sweet Corn has good demand and the market is lower. Bell Peppers are overall steady and have moderate demand. The market on Extra Large sizes is lower and others are mostly steady. Supplies of Yellow are very light and demand is moderate. Reds have good demand. There is a wide range of prices available for Yellows.

Carrots have fairly light demand. The market on jumbos is slightly lower, but most others are steady. Brussel Sprouts have fairly light supply and demand is moderate. The market is about steady. Celery has moderate demand and the market is steady. Broccoli markets are slightly lower. Demand for

Crown Cuts and Bunched are light. Cauliflower has fairly light supplies and the demand is good. The market is slightly higher.

Spinach has moderate demand and the market is slightly lower. Lettuce demand is moderate and the market is steady to lower. Demand is good on Green Leaf Lettuce, moderate for Boston Lettuce, and fairly light on Red Leaf. The Green Leaf market is higher slightly but the others are steady for the most part. Romaine has good demand and a slightly higher market. Quality varies. Baled Idaho Potato demand exceeds available supplies but other varieties are good. The market on cartons is steady but overall the Potato market is higher. Onions have fairly good demand. The market on Yellow Medium Onions is slightly higher while other are steady.

Produce Quiz

I am tired of being the bowl. Cut off my head, scoop out my seeds, and fill me up with soup. This is often the story of my life. Named after squirrel food due to my shape my skin can be green, gold, white or variegated in green, yellow and orange. I am a shrubby; creeping plant and my shape is conical with a pointed apex and longitudinally grooved. Compared to my summer cousins I take a long time to grow, averaging about 80 to 100 days. I am in the same family as the melon and cucumber and I am believed to have wild origins in Central America, between Mexico and Guatemala dating back over ten thousand years. Christopher Columbus is credited with introducing my ancestors to Europe. My thin skin is very hard to peel so it is usually left intact. My flesh will reveal a peppery hazelnut flavor that is universally admired. In fact, when not being used as a bowl, you can just cut me in half, drizzle some butter (tanning oil to me) on my flesh, then top with honey, cinnamon, brown sugar, and/or nutmeg. Roast me for just under an hour and I'll prove to you that bowls are better in plastic, paper or china. Don't forget to cover me in the oven or my top layer will burn, and I never got along well with aloe. While I am an excellent source of potassium and vitamin A, I also contain vitamin C, folic acid and copper.

Last Quiz Answer: FENUGREEK



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