

TESTA PRODUCE Market Report

Outlook for the Week of
June 24, 2013



Market Report

This weekend, it's finally here- Our Local Meet the Farmer event is taking place Sunday June 30! Testa and FarmLogix are sponsoring the event to help you learn more about FarmLogix and meet some of the farmers that are involved in the program. The event is taking place out in Burlington, Wisconsin. The link to register for the event is <http://events.constantcontact.com/register/event?llr=w99db8jab&oeidk=a07e7klkaq1767dc78b> 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.

Blueberries demand is moderate to lower. The market is slightly lower as well. Raspberries have good demand and steady markets. Blackberries are steady and demand is good, with a wide range of quality available. Strawberries are steady. Demand for conventional product is moderate, but Organic product demand is really good.

Clementines are steady and demand is moder-

ate. Limes are steady but demand is fairly light. There is a wide variety of quality in the market as well. Lemons are steady. Demand is fairly good and supplies of 75-115's are moderate. Valencia Oranges are steady. Supplies of Choice Grade Oranges are light. Demand for 113-138's is moderate and all others are lighter. Pineapples have light to moderate demand and the markets are slightly lower. Product is currently coming out of Costa Rica, Honduras, and Guatemala and there is a wide range in quality and condition available.

Watermelon has moderate demand with mostly steady markets. The markets on Red Seedless 60's and 35-45 counts are slightly higher. Overall, Watermelon supplies are fairly light; however Seedless 60's have heavier supplies. Overall Cantaloupes have fairly light demand. The markets for 110's-120's is lower but most other sizes are steady. Weather has hindered production in some areas. Honeydews are steady. Demand is slightly lower on 6-8's but moderate for most other sizes.

Apples have moderate demand and steady markets. A few available varieties include: Royal Gala, Pink Lady, Fuji, Braeburn, Granny Smith, Red Delicious, and Golden Delicious. Pears are steady and demand is moderate. Nectarines are steady. Demand on 60-64 sizes and 70-72 counts are lighter. Plums are steady and demand is fairly light. Apricots are steady with moderate demand.

Market Report, Cont'd...

Peaches are steady. Demand on 2 ¼ inch product is lighter, others are moderate. Grapes are overall steady with Red Globes slightly lower. Demand is moderate to lighter. Cherries are lower. Supplies are light and demand is good and at a lower price.

Avocados are steady overall, 60's have a little higher market. Demand is moderate. Beans are steady, supplies are light, and demand is moderate. Sweet Corn demand is light yet demand exceeds available supplies. The market is currently unsettled and on the higher side. Cucumbers are steady and demand exceeds supplies. The market on 24's is slightly lower.

Eggplant demand is fairly light. The market on medium product is steady but other sizes are lower. Bell Peppers are overall steady to slightly lower. Supplies and demand is light. Squash is steady, supplies are light, and demand is moderate. Asparagus is steady and demand is moderate.

Tomatoes are steady and demand is fairly light to moderate. The market on 5x5's is lower. Plum Tomatoes are steady to slightly lower. Supplies are light and demand is moderate. Grape Tomatoes are lower and demand is light.

Cabbage is overall steady. The market for Green Cabbage is higher. Demand for Green is moderate but fairly light for Red Cabbage. Spinach is steady and demand is light. Brussel Sprouts have fairly light supplies and demand is good. Brussels are steady.

Carrots are steady, with lower markets on Jumbo sizes. Demand is fairly light. There is a wide range of price and quality available. Celery is lower and both demand and supplies are light. Broccoli is steady to higher with moderate demand. Cauliflower is light and demand is moderate. The market for 16's is steady and higher

for 12's.

Iceberg Lettuce is steady to slightly lower and demand is moderate. The Green Leaf Lettuce market is higher and Red Leaf is steadier. Demand for Red Leaf is lighter. Romaine is steady and demand is moderate. The market for 24's is lower but the market for Hearts is steady.

Green Onions are steady and demand is moderate. Yellow Onions are moderate and demand is steady. Idaho Potatoes are firm. Demand on baled product exceeds what is available.

Produce Quiz

To some, I'm a buggy bean, to others, I'm religious bread, but I'm really just a pod. I am the fruit of an evergreen tree believed to have originated in Syria and have been cultivated since ancient times. Related to the tamarind tree I am famous for keeping John the Baptist from starvation while he was crossing the desert. My tree often survives over one hundred years, grows to about forty feet, while I am born from its small reddish flowers. My leathery skin is reddish brown and ranges in length from four to eight inches. I can stabilize, bind and gel, but I do not stimulate (it's not in my contract). In fact, I am often used as a flavor substitute for products that do stimulate. My pod produces a powder and my seeds produce a gum, useful, eh? I contain 50% sugar so you can call me sweetie. Mint and cinnamon are my friends and we are often caught on a plate mixing it up. In my worst nightmare I am ground up and used as animal fodder, chewing tobacco, or dog biscuits, can you imagine? When I go uptown, I am a thickener in cool sauces, and excellent liqueur, and can also be found in cakes or candy bars. I am a rich source of fiber and protein with a low level of fat. If you scare me with a "boo", I'd have to grow antlers.

Last Quiz Answer: Angelica



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