

TESTA PRODUCE

Market Report

Outlook for the Week of
July 1, 2013



Market Report

Thank you to everyone who joined us at our Meet the Farmer event at Brightonwoods Orchard. The event was a success and we hope you all enjoyed yourselves. In case you missed it, we will be posting pictures from the event on our Facebook and website, so stay tuned for those. Hope everyone has a happy and safe Fourth of July this week!

Raspberries have good demand and the markets are slightly higher. Right now there is a wide range in quality showing up in all Berries. Blackberries have moderate demand and a steady to slightly higher market. Strawberry demand is moderate to low, with some areas having demand higher than supplies. Organic Straws have good demand as well. Blueberries have light demand and steady markets. Grapes are overall steady with moderate demand. Demand for Flame Seedless is moderate and the market on Sugraones is slightly lower.

Lemons are steady and demand is decent. Supplies on 75-115's are moderate. There is a range in pricing. Valencia Oranges are steady. Supplies of Choice grade Oranges are light. Demand for 113-138's is moderate and other sizes have fairly light supplies. Limes are steady and demand is moderate; supplies are fairly light. Navel Cara Caras are steady as well. Clementines are steady and have moderate demand.

Watermelon is steady. Demand is overall steady; Seedless 45 and 60 count supplies are good. Supplies are overall light, with the exception of 35 count, which are heavier. Cantaloupe markets are steady to slightly lower. Demand is fairly light. Honeydew is about steady and demand is fairly light. Pineapple is steady and demand is moderate. Apples are steady and demand is good. Cherries have good demand and light supplies. The market is steady. Peaches have light demand and the markets are steady. Apricots are

Market Report, Cont'd...

steady and demand is moderate. Nectarines are steady and demand is overall fairly light. Plums are steady and demand is light. Pears are steady and demand is moderate.

Avocados are steady and demand is good. The market for Green Cabbage is steady but lower for Red. Demand is moderate. Squash supplies are light but demand is good. Beans have moderate demand and the market is slightly lower. Asparagus is higher and demand is good. Sweet Corn demand exceeds supplies and the market is steady.

Tomatoes are steady and demand is moderate. Grape Tomatoes are steady and demand is light. Plum Tomatoes are steady with light demand as well. Cucumbers have moderate demand and the market is slightly higher. Supplies are fairly light. Eggplant markets are slightly lower and demand is moderate to slightly lower. Bell Peppers are steady and demand is moderate.

Brussel Sprouts are higher and supplies are light. Carrots are steady and demand is moderate. There is a wide range of quality available in the market right now. Broccoli has moderate demand with lighter supplies of bunched product. The Bunched market is higher and Crown Cuts are about steady. Cauliflower has good demand. The market for 16's is slightly higher most others

are steady. Celery is steady and demand is moderate. Iceberg Lettuce is lower and demand is moderate. Red Leaf Lettuce is about steady, while Green is slightly higher. Romaine is steady and demand is moderate. Idaho Potatoes are higher with good demand. Onions are steady with fairly light demand.

Produce Quiz

I might just be the next big thing, but maybe you have to get a Disney or Pixar movie to do that and my agent sucks. I was born in Western China and have been traded in Tibet, gown in Britain, marketing by missionaries, and kept as a secret in specialty crop circles. I am primarily a winter crop but recently there have been two summer cultivars developed so I am available in small quantities all year. But here's why you are going to love me. I have cool shaped green leaves that can be used fresh in salads, cooked in stews or used to wrap foods. Beware of my larger leaves as you might end up tasting my bitter milky sap from my outer stem. Speaking of stem that's what it is all about. You do have to peel my fibrous outer stem but who shows this kind of beauty externally? You are now left with my stunning core. Light green, mild in flavor I have been compared to artichokes, asparagus, summer squash, cucumbers, and celery all of which I am related to none. Back to the core. I can be served fresh, stewed, fried, stir-fried, crudite'd, added to soups, even baked into savory breads. I can even garnish drinks! I am cool, clean, crisp and tender with a name that evokes the middle ages. I am a good source of dietary fiber, potassium and vitamins A and C. I am fat, cholesterol, and gluten free. You're gonna love me, you'll see. Maybe U-Tube? Yeah, that's the ticket!

Last Quiz Answer: Carob



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