

TESTA PRODUCE Market Report

Outlook for the Week of
July 8, 2013



Market Report

Fourth of July has come and gone and summer keeps trucking along. Hopefully this weather gets a little more like summer so we can all get out and enjoy this season before its gone again.

Raspberries have very good demand with a wide range in quality available. Blackberries have good demand with lots of quality available in the market as well. The market is steady. Strawberries have very good demand, and have good Organic product available. Blueberries have heavy supplies and moderate to light demand. Grapes have light demand with a wide range of conditions available. Pineapple markets are steady and demand is moderate.

Lemons have good demand and a wide range in prices. Supplies of 75-115's are moderate. Supplies of Choice Valencia Oranges are light and demand on 113-138's is moderate to light. Organic options for both Lemons and Oranges are available and look good. Limes have good demand with a wide range in quality available. Clementines have moderate demand right now.

Watermelon supplies are lighter and demand is light to moderate. There is a wide range of

quality and price available for this Melon in the markets. Cantaloupe demand is moderate and supplies are overall light, with a wide range in quality and appearance. Honeydew Melons have fairly light to moderate demand, and quality is inconsistent across the board.

Apples have good demand and the market is steady. Apples are primarily coming out of Washington. Cherries have light supplies and good demand. The Cherry market is steady with a wide range of prices available. Peaches have light demand and the market is overall steady. Peach varieties available include: Blazeprince, Fireprince, Harvester, Scarletprince, Flavorcrest, Juneblade, Redtop, Rich Lady and Ivory Princess, to name a few. Apricots are steady and demand is moderate. Nectarines are steady. Demand for 60-64's and 70-72's is light. Plums have fairly light demand. The market on 60-65's and 70-72's is steady while other sizes are lower. Pears are available with moderate demand.

Avocados are steady and demand is good. Cucumbers have good demand and supplies are light. Rains have curtailed harvest in some areas and many shippers are done for the season. Beans have fairly light supplies and demand.

Market Report, Cont'd...

The market is slightly steady. Green Peas have light demand and the market is slightly higher with a wide range of quality and condition available.

Squash has light supplies and demand is moderate. Cabbage has good demand and supplies are lighter. Demand for Red Cabbage is fairly light. Eggplant has fairly light supplies and moderate demand. The market is overall steady. Bell Peppers have light supplies and moderate demand. The market is steady but many shippers are finished for the season.

Beets have fairly good demand and light supplies with a wide range in price. Brussel Sprouts have good demand and fairly light supplies. Asparagus has good demand and the market is higher. Tomatoes have moderate demand and the market is higher. Supplies of 4x4 - 4x5's are light. Plum Tomatoes have moderate demand with a very wide range in quality and condition. Grape Tomatoes demand is light and condition varies as well. Sweet Corn has moderate demand and the market is about steady.

Carrots have moderate demand and a wide range of quality available. Spinach has good demand. Broccoli has fairly good demand and so does Cauliflower. There is a wide range in quality available. Celery is available but with moderate demand. Iceberg Lettuce has good demand as well as both Red and Green Leaf Lettuce. Quality is inconsistent however. Romaine has moderate demand with a wide range in quality showing up.

Sweet Potatoes have moderate to light demand and the market is overall steady. Green Onions have moderated demand but have

decent availability. Yellow Onions have fairly light demand with steady markets. Idaho Potatoes are steady. Demand for baled product exceeds offerings while cartons are more moderate. Washington Russets have good demand and steady markets. Russet Norkotahs out of California have good demand and steady markets- bales are a little higher.

Produce Quiz

There are more than a thousand varieties in my family. A child of the seventies, I'm American born and bred, but I've settled-in worldwide. My mother was English and my father was Chinese, originally from the Mediterranean. I got my mama's sweetness and plumpness, and my father's skin. I grow on a herbaceous annual plant with weak, hollow stems and can climb as high as 8 feet. If you pick my flowers, I'll never form. You'll value eating all of me, because my seed hull lacks the stiff papery parchment that is not edible on my mother's side of the family. I grow in cooler climates, so please leave my jacket on. Firm, smooth, crisp, 2 to 3 inches long -- select me when I'm fully turgid, but before I bulge; and eat me right away, before my seeds turn starchy. You'll enjoy me topped and tailed and always unstrung, eaten raw or lightly cooked. Like many legumes, I am a high-energy food source, but if large quantities are consumed, I'll cause flatulence. I'll add vitamins A and C, iron, niacin and fiber to your diet. Some of my varieties are even resistant to powdery mildew disease. The child of two cultures, I'm unique, but sometimes suffer an identity crisis with others of my father's family.

Last Quiz Answer: Celtuce



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