

TESTA PRODUCE Market Report

Outlook for the Week of
July 15, 2013



Market Report

Today marks the halfway point of summer. The season is flying by and really we've only had about two week's worth of 'summer-like weather.' This week is supposed to make up for that and get up near 100 degrees. Make sure you are staying cool!

Blueberries have heavy supplies with moderate demand. The market is lower and so are prices. Raspberries are steady and demand is good. There is a wide range in quality available. Blackberries have moderate demand and the market is steady- quality varies as well. Strawberries have light demand and a steady market. Looks like quality on Berries all across the board varies. Just be aware of that when you order.

Lemons are steady and demand is good. Supplies of 75-155's are moderate. Oranges are steady, supplies are light and demand is fairly moderate. Limes have good demand and the market is slightly higher. Supplies of 110-175's are fairly heavy. Clementines are steady and demand is light.

Watermelons have light supplies and demand and the market is about steady. The market for

Seedless 45's is slightly lower. There is a wide range of quality and prices in the market currently. Cantaloupe has light supplies with fairly good demand. The market for 15-18's is slightly higher but others are steady. Honeydew Melons have moderate demand and the markets are steady. Pineapples have light supplies with demand exceeding supplies right now. The market is steady. Product is coming out of Costa Rica, Honduras, and Guatemala.

Apples have good demand and the market is steady. Apples out of Washington and Philadelphia include: Golden Delicious, Fuji, Granny Smith, Red Delicious, Royal Gala, Braeburn, and Pinky Lady. Apricots are steady and demand is good. Available varieties include: Perfection, Rival, Goldrich, Tomcat, Robada, Patterson, and Castlebrite. Cherries have good demand and the market is steady, with a wide range of pricing available. Pears have very good demand and the market is steady. Peaches have light supplies and light demand- the market is steady. Quality varies. Varieties in the market include: Sentry, Sunbrite, Garnet Beauty, Fireprince, Julyprince, Majestic, Blazeprince, Redglobe, Redtop, and Scarletprince. Nectarines are steady. Demand on 60-64's and 70-72's is light. Plums have

Market Report, Cont'd...

light demand and the market is steady. Grapes have moderate demand and the market is lower to steady.

Avocados are steady and demand is moderate. Supplies are light to moderate. Cabbage is steady and demand is fairly good. Cucos are steady and demand is good. Squash is steady and demand is good. Supplies of Yellow Straightneck are light. Beans have fairly light demand and the market is steady.

Tomatoes are steady and supplies are very light. Demand exceeds supplies and quality varies. Cherry Tomatoes are steady. Demand is good and supplies are light. Grape Tomatoes are steady and demand is good. Supplies are light and there is a wide range of quality available. Plum Tomatoes have very light supplies with good demand.

Eggplant is steady and demand is moderate. Bell Peppers have good demand overall. The market for Green Peppers is higher, Yellow are slightly higher, and Reds are steady. Sweet Corn is steady and demand is moderate; supplies are light. Asparagus is steady and demand is good, with light supplies. Beets are very light supplies with good demand. Wide range of prices. Brussel Sprouts are steady and supplies are light. Quality ranges but demand is good. Carrots are steady and demand is moderate.

Spinach markets are slightly higher and demand is good. Iceberg Lettuce has a slightly higher market and demand is very good. Supplies of Green Leaf Lettuce are light but demand is good. Green Leaf markets are higher. Red Leaf and Boston Lettuces are steady supplies, demand, and markets. Romaine demand is good and the market is steady. The

market for Romaine Hearts is higher. Broccoli is steady to lower and demand is light. Cauliflower is steady and demand is moderate. The market for 9's is slightly lower. Celery is steady and demand is moderate.

Green Onions are higher. Yellow Onions are steady and demand is moderate. Idaho Potatoes have a higher market and demand exceeds offerings.

Produce Quiz

I am the seed of all time. Today I am used in stone ground crackers, but I date back to the Stone Age over 5000 years ago. In fact, I was one of the first spices ever used. Technically I am a fruit, grown like an herb, but used as a spice. Originally cultivated in Asia and Europe, I can also be found growing wild in Canada and the U.S. The Egyptians thought I ward off evil spirits, and many thought I had the power to retain things like a thief in the night; or prevent fowl from flying off, and even keep lovers from being fickle. That's why I was used in love potions. My fruit is harvested for my so-called "seeds". I am a member of a group of aromatic, umbelliferous plants, and am characterized by my carminative, vermifuge, antispasmodic, stomachic, and stimulant properties. I'll bet that Hanna- Barbara didn't know that Fred Flinestone used me as a seasoning on his brontosaurus burgers and that helped everybody because it relieved his gas. Wilma and Betty depended on me to ease coughs and colds. Even Dino would consume me while grazing to help prevent worms. Along with sarsaparilla I am one of the three major ingredients in the famous ale of the eccentric Dr. Butler. Used to flavor liquor and liqueurs like gin and schnapps, my "seeds" are also used to flavor candy, mouthwash, ice cream, bread, potatoes, vegetables, and pickles. Some say my "seeds" have a licorice flavor, others say a mild spicy taste with a hint of dill or mint. My roots are thick and tapering like a parsnip, but are more tender and taste better. My leaves resemble carrot tops and can be used in salads or as a seasoning in stews and soups. Parkinson said "It is also made into comfits and taken for cold or wind in the body, which also are served to the table with fruit." I am used in perfumes, soaps, creams, and lotions. But whether you call me a vegetable, a green, a seed, or fruit, I am high in potassium and calcium and three other major minerals. And once the oil is taken from my "seeds" they become very high in protein and fat. You will often find me caught in the rye.

Last Quiz Answer: Sugar Snap Peas



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