

TESTA PRODUCE Market Report

Outlook for the Week of
August 5, 2013



Market Report

Welcome to August folks. Where has this year gone? We're trucking along through the seasons. Fall will be here before you know it, but don't waste what's left of this summer, get out there and enjoy it before its all gone. Make sure you're taking advantage of all the local produce we've got available right now. Our partnership with Farm Logix has helped us to bring you the freshest local product available. Talk to your Testa sales rep to learn more about the program and get set up to place your orders.

Lets talk markets: Raspberries have moderate demand and the markets are steady. There is a wide range in quality available. Blackberries have good demand and the market is steady. Quality is inconsistent. Strawberries are steady with sporadic quality. The demand for conventional product is light while demand for organic product is moderately steady. Blueberries are steady with moderate demand. Supplies are heavy and there is a wide range of prices.

Lemons are steady and demand is good. Supplies of organic product are light. There is a wide range of pricing available in the markets as well. Valencia Oranges are steady and demand is good. Supplies of Choice-Grade product are light while Fancy-Grade product is more moderate. Pricing is all over the place as well. Navel Oranges have

moderate demand and the market is steady. Clementines are steady and demand is moderate. Limes are steady and supplies are heavy. Demand on 175-200's is light and that market is lower.

Watermelon has light supplies and moderate demand. The market is steady. Supplies of Seeded product are very light. Cantaloupe has good demand and a higher market. Honeydew has moderate demand. The market for 5's is steady while other sizes are slightly higher. Demand currently exceeds supplies for Crenshaws, Galia, Orange Flesh and Santa Claus Melons so keep that in mind if you have those on your menu. Pineapple is steady and demand is moderate to good. Supplies are light.

Apples are steady and demand is good. Cherries are steady and demand is good. There is a wide range in pricing available. Pears have moderate demand and the market is steady. Peaches are steady and demand is fairly light. Nectarines are steady and demand is fairly light. Plums and Grapes are both steady with light demand as well. Avocados are overall steady. The market for 60's and 84's is lightly lower though. Demand is moderate.

Sweet Corn has light supplies. We've got a demand exceeds situation right now. Cabbage is steady overall; the Red market is slightly lower. Demand is moderate with light supplies. Some harvesting has slowed due to rain and wet fields. Cuc's have

Market Report, Cont'd...

light supplies and very good demand. The market is firm. There is a wide range of pricing available. Supplies of fresh pickles are light.

Bell Peppers are steady with fairly good demand. There is a wide range of quality available. Supplies on Red and Yellow are lighter. Peppers out of Michigan have lighter supplies and demand exceeds supplies in that market. Celery is steady. Demand is moderate for full size and lighter for Hearts. The market is steady. Squash is steady. Supplies of Yellow Straightneck are light with demand exceeding supplies. Demand is good for Zucchini. Beans have light supplies and demand exceeds. The market is lower and some harvesting has curtailed because of rain and wet fields.

Green Peas have moderate demand. The market for Snow Peas is slightly lower and Sugar Snaps are about steady with lighter supplies. Asparagus is steady with fairly light demand. The markets are steady. Green Onions are steady to slightly lower and demand is light to moderate. Yellow Onions are steady and demand is moderate. Potatoes are steady and demand is moderate. Supplies of Idaho Potatoes are fairly light.

Tomatoes are steady with good demand. Supplies of 5x5 and 5x6 are light with a wide range of quality available. Cherry Tomatoes are steady with good demand. Grape Tomatoes are steady with good demand and a wide range in quality and condition. Plum Tomatoes are steady and have fairly good demand. Supplies are light. Quality and condition ranges as well.

Eggplant is steady and demand is moderate. Spinach is steady and demand is moderate with a wide range of prices. Beets are lower and demand is moderate with a wide range of prices. Brussel Sprouts are lower and demand is moderate. Carrots are steady, a little on the lower side, and demand is good to slightly lighter.

Broccoli has good demand. The market for

Crown Cut is slightly higher while Bunched product is steady. Cauliflower is slightly lower and demand is moderate. There is a wide range of pricing available. Iceberg Lettuce has fairly light supplies and good demand. The market for 24's is slightly higher with a wide range of quality. Boston and Red and Green Leaf Lettuce have fairly light demand. The Boston Lettuce market is steady. Romaine has moderate demand and the market is slightly lower for Hearts and steady for 24's.

Produce Quiz

What ever happened to me? I am the best of all worlds and in the 1980's I was hailed as the food of the future. I even had my own newsletter! I have it all but no; you have to love spinach with its chelating acids and chard which gets all wilted and kale which well, tastes like kale! Enough about them. I was reincarnated by a research committee in 1974 and hailed as a potential weapon against malnutrition in an editorial by the New York Times in 1982. They loved the fact that I thrived in heavy rainfall but could survive in drought conditions. I have been called princess as well as a pea. I have over 500 varieties which allowed the breeding of useful genetic varieties. As a high protein vegetable that can be grown in the tropics. Sometimes called "Supermarket on a Stalk" I combine all the "good" qualities of green beans, garden peas, spinach, mushrooms, soybeans, beansprouts, and potatoes. Except for my stalks, I am 100% useable. My flowers, leaves roots, pods, and seeds are all fit for human consumption. Aside from my rich sources of protein, I also provide important vitamins, minerals, and calories, that are often in short supply in many tropical countries. When combined with corn I can provide the protein of milk and nourish infants and avid deficiencies that can cause blindness. I am a mass of vines that can grow up to 13 feet. I produce a four cornered pod with projections at each corner. My leaves are like spinach and my flowers sauté like mushrooms. My immature seeds are eaten like peas and my mature dried seeds are similar to soybeans. My roots provide tubers like potatoes but richer in protein. My pods can be boiled, steamed, roasted, baked or fried. My immature pod, which is my most popular part, can be consumed raw. I can even be pickled or cooked in water, coconut milk or oil. So stick that up your Bok Choy and smoke it!

Last Quiz Answer: Lemon Cucumber



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