

TESTA PRODUCE Market Report

Outlook for the Week of

**August 12,
2013**



Market Report

Raspberries are steady and demand is moderate with a wide range in quality. Blackberries are steady and demand is good. Straws are higher and demand exceeds supplies in some areas. Blueberries are steady and demand is good. There is a wide range in pricing.

Lemons are steady and demand is good. Supplies are light and prices vary. Valencia Oranges are steady and demand is fairly good. Supplies of choice grade are light while other supplies are moderate. Navels are steady with moderate demand. Clementines are steady and demand is moderate. Limes are overall higher, but the market on 250's is light. There is a wide range of quality in the market as well.

Watermelon demand on seedless 60's is light, while most others are moderate. The market is overall steady with seedless 60's being lower. Supplies of 36's are light and supplies of miniature sizes are heavy. Harvests in some areas have curtailed due to rain and wet fields. Cantaloupe demand is good and the market is slightly higher. There is a wide range of appearance. Honeydew melons have

a slightly higher market with fairly good demand. Pineapple is steady and demand is moderate. Supplies of 5-6's are light but most others are good.

Apples are steady and demand is fairly good. Nectarines are steady and supplies are light. Demand is good. Peaches are steady, with the South Carolina market lower. Pears are steady and demand is moderate. Plums have slightly higher markets with lighter to moderate demand. Grapes have fairly light to moderate demand with the markets mostly steady. Avocados are steady and demand is moderate.

Sweet Corn is steady and supplies are fairly light. Demand exceeds supplies. Many harvests have been interrupted due to rain and wet fields. Cabbage is steady and supplies are light. The market is lower for Red Cabbage. Celery is steady and demand is light. Cucus are steady with good demand and fairly light supplies. Eggplant has good demand with light supplies. The market is steady.

The Bell Pepper market is firm and demand exceeds supplies; supplies of Red are particularly light. Quality varies. Squash is steady

Market Report, Cont'd...

and supplies of Yellow Straightneck are light. Demand for Zucchini is good.

Tomatoes have good demand but light supplies. The market is steady. Supplies of Extra Large sizes are heavy with good demand at a slightly lower price. Plum Tomatoes have light supplies and good demand; the market is just about steady. Cherry and Grape Tomatoes are both steady and demand is good.

Asparagus has lighter demand with a lower market. Supplies of Standard size are heavy and demand is light. The market for Jumbo is steady. Beans have very light supplies and demand exceeds right now; markets are higher. Spinach is higher and demand is moderate. Beets are steady and demand is moderate, with a wide range in price available. Brussel Sprouts are slightly lower and demand is moderate.

Carrots are steady to slightly higher and demand is good; there is a wide range in quality available. Broccoli has good demand on both Bunched and Crown Cut. The market for Crown is slightly higher and bunched is steady. Cauliflower has good demand and a higher market; there is a wide range in pricing.

Iceberg Lettuce has good demand at a slightly lower price. The market is lower. There is a wide range of price and quality available. Boston, Red, and Green Leaf Lettuces have fairly light demand and slightly lower markets. Romaine Hearts are lower, 24's are steady, and demand overall is moderate. Green Onions are steady and demand

on 48's is lighter. Yellow Onions have light demand and the market is steady. The market for Yellow Jumbos is lower and others are steady. Demand for Yellow Mediums is good. Russet Burbank Potatoes are steady with light supplies and light demand. Norkotahs have very light supplies and good demand. Round Reds are steady with light demand.

Produce Quiz

I don't pump blood and I never mastered that sleight of hand trick. Although I am often not the center of attention, I am always the center of the tree. While I have over 40 relatives only half of us are capable of producing this. Enjoyment of my soft velvety texture requires total annihilation of my parent plant, and complete removal of my center. In South America I am grown for this exact purpose, but the rest of the world obtains me through felling. On some Indian reservations (the only place I can be harvested in the United States) I am simply a slice of the tree and often bussed to my destination. Talk about culture shock! It takes us ten to fifteen years to grow and you will destroy me for one or two pounds of product. Then, you have the audacity to complain about my cost. I am located at the base of my large leaves and my entire part can be up to 32 feet in length and weight over 6 pounds. But, by the time you remove my inedible fibrous husks to reveal my sought after pith, a couple pounds remain. I am extremely delicate and provide a wonderful crunchy smooth texture and nutty flavor. Blanch me first to avoid any bitterness. Often served fresh as a salad by myself with a drizzle of Hollandaise or vinaigrette, I can also be cooked in my leaves, pickled and fermented to form a sort of cheese, braised, sautéed, fried or steamed. While I am most convenient when canned, today I can be found fresh in vacuum-packed bags or in water. My external layer turns color very fast when exposed to fresh air but with a quick outer layer peel I am bright and new again. While my trees are steadily dying, my popularity is steadily growing.

Last Quiz Answer: Winged Bean



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