

# TESTA PRODUCE Market Report

Outlook for the Week of

**August 20,  
2013**



## Market Report

At Testa, we like to make things as simple as we can for you. So, we want to remind you of the various methods we have available for you to place your order with us. We know you all love to call in and talk to our wonderful Customer Service reps, but sometimes, they get extremely bogged down with the high volumes of calls that come in. The peak hours for calls are Monday-Saturday from 7pm-10pm. This is the time of day that most customers are trying to call in and place orders, so our Customer Service department is extremely busy, and consequently, your hold/ wait time could be upwards of 15-20 minutes! We know that you are all extremely busy and that your time is valuable so in order to make sure your ordering experience that much easier, we have a few suggestions. Instead of calling during those peak hours, place your order earlier in the day. We have reps on had all day long to take your calls. If that isn't an option, you can always go online and place your order- all of your favorite Testa products, with no wait! Online orders have the same 10pm deadline as the phone orders, so it's a much quicker way to get your order in. One other option we offer is ordering through your iPhone or iPad. We have an app for that! Testa has the "Testa Checkout" app you can download to your phone and order directly from there! This is great for all of you

Apple product users who want to do your ordering as you're walking through your coolers. All of these options should help you be able to place those orders without having to sit on hold while everyone else is doing the same thing. Beat the crowds, order online!

Raspberries are steady and demand is moderate. Quality varies. Blackberries are steady and demand is good. Straws have good demand with demand exceeding supplies in several areas; the market is steady. Blueberries are higher and demand is good. There is a wide range in price and quality. Blueberries are higher and demand is good. There is currently a wide range in price and cooling available.

Lemons are steady, demand is good and supplies are light. Valencia Oranges are steady with moderate supplies and demand. Limes are steady with a wide range of quality. Supplies of 230-250's are heavy and demand for 250's is light. Clementines are steady and demand is moderate.

Watermelon is lower. Demand for Seedless 35's and 45's is moderate, other sizes are light. Supplies of Red Seedless 36's and 45's are light. Cantaloupe demand is moderate. Supplies of 12's are light. The market for 15's is steady and others are slightly lower. Honeydew is steady with good

## Market Report, Cont'd...

demand. Supplies of 5 counts are heavy.

Apples are steady and demand is good. Nectarines are steady and demand is moderate. Peaches are steady and demand is moderate. Pears are steady and demand is moderate. Plums are steady and demand is light to moderate. Grapes are steady and demand is fairly light. Avocado is steady, but lower for 60's. Demand is moderate to light. Papaya is steady and demand is moderate. Pineapple is steady and demand is moderate.

Grape Tomatoes are steady and demand is good. Supplies are fairly light. Quality and pricing both vary. Tomatoes are steady and demand is good. Supplies are fairly light on most 5x6's, with larger sizes fairly heavy. Plum Tomatoes have light supplies and good demand; the market is just about steady.

Beans are steady, supplies are light- demand exceeds right now. Cucumbers have light supplies with a demand exceeds situation as well. Wide ranges of quality are available. Supplies of Fresh Pickles are light and demand is moderate. Eggplant is steady and demand is moderate. Bell Peppers have light supplies and moderate demand; markets are steady to lower. Supplies of Red and Yellow Peppers are light but both markets are steady. Squash is steady, supplies are light and demand is moderate. Supplies of Yellow Straightneck are light with good demand. Zucchini supplies are good with good demand.

Sweet Corn has light supplies and demand exceeds. Production is limited due to earlier planting gaps. Cabbage is steady and demand is moderate with light supplies. The market for Red Cabbage is higher. Cabbage prices range. Celery is steady and demand is light to moderate. Asparagus is lower and demand is light.

Green Peas are lower and demand is light. There is a wide range of price and quality. Brussel Sprouts are slightly lower and demand is moderate.

Spinach is steady and demand is moderate with a wide range of prices. Beets are steady with good demand. Carrots are steady with moderate demand. Broccoli is steady with good demand and a wide range of quality. Supplies of bunched product are light with moderate demand and a lower market. Cauliflower demand for 12's is good with slightly lower prices and a lower market.

Iceberg Lettuce is lower and demand is moderate. Green and Red Leaf and Boston Lettuces are all slightly lower markets and demand is fairly light with a wide range of quality. Romaine has fairly light demand and a slightly lower market. Green Onions have moderate demand are slightly higher. Potatoes have light supplies and fairly good demand; markets are steady.

## Produce Quiz

Ancient and Asian, I'm larger and more revered than my western counterparts, and my long, white (sometimes green-shouldered), shape distinguishes me from American and European varieties. My earliest existence is documented in archeological remains of northern China; it's believed that I traveled westward following the path of human migrations. I was introduced to Japan only one thousand years ago and am now the country's most widely grown vegetable. In England, in the Middle Ages, I was prescribed as a remedy for "woman's chatter" and depression. Early on, sailors ate me to prevent scurvy and as a remedy for colds. In addition to lots of vitamin C, I have only 10 calories per half cup. Raw, I'm fresh and snappy, with a juicy crispness; I can be sweet and mild to fairly hot and pungent. Peel me like a carrot, cook me like a turnip, grate me or foam me, pickle me, or carve me into decorative shapes. I'm loved in tempura dipping sauces, with sushi, or call me Mooli and cook me in Indian food. You may use my black Spanish relative because he's the same size and shape, but only I can be gift-wrapped as a token of esteem in Japan.

## Last Quiz Answer: Hearts of Palm



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