

TESTA PRODUCE Market Report

Outlook for the Week of
**September 23,
2013**



Market Report

The weather is changing and fall is upon us! Soon it will be all about falling leaves and more clothing layers. Produce will be changing as well. We know you all look forward to our fall seasonal favorites list, and don't worry; it's on its way. We are still working on finalizing everything and should be distributing it in the next few weeks. There will be plenty of pumpkins, squash, and other fall favorites to choose from. Stay patient and stay tuned!

Blueberries are in a demand exceeds situation and supplies are light with a wide range in price and quality available. Raspberries are steady to slightly higher with good demand and a wide range in quality. Blackberries are steady with good demand. Strawberries are steady with moderate demand.

Oranges are steady with good demand. There is a wide range in prices available and supplies are light. Lemon supplies are light and the market is steady. Demand exceeds supplies. Limes are steady and demand is moderate with a wide range in quality.

Watermelon is steady. Supplies are light and demand is moderate. Cantaloupe is steady.

Supplies of 9-12's are light. Honeydews are steady and demand is moderate. Apples have good demand and the market is steady. Peaches are steady with good demand. Pears are steady as well, and demand looks good. Plums are steady with good demand. Grapes are steady and demand is moderate. Pomegranates are steady and demand is moderate.

Avocados are steady and demand exceeds supplies. Supplies are very light. Papaya is steady with good demand; demand actually exceeds supplies at this point. Mangoes are steady with light supplies; demand is good. Pineapple is steady with moderate demand. Product is coming out of Costa Rica, Ecuador, and Panama.

Sweet corn is steady, supplies are light and demand is moderate. Cabbage has good demand and supplies are light. The markets for both Green and Red are slightly lower to steady. There is a wide range of price available. Carrots are steady with moderate demand. Some harvests have curtailed due to rain and wet fields, and consequently there is a wide range of quality available. Celery is steady with moderate demand.

Cucs have light demand and light supplies. The

Market Report, Cont'd...

market is about steady. Eggplant is steady and demand is light. Bell Peppers are steady to lighter and demand is good; supplies are light. Squash has light demand and supplies; markets are about steady.

Tomatoes are steady and demand is moderate; supplies are light. There is a wide range in quality also, so please be aware of that. Plum Tomatoes have good demand and light supplies. Demand currently exceeds supplies. There is a wide range in quality and condition in the market. Cherry Tomatoes have light demand and the market is lower. Grape Tomatoes are steady with light demand and a wide range of quality and condition.

Beans are steady and demand is light to moderate; however demand still exceeds supplies. Brussel Sprouts are steady and demand is good. There is a wide range in price available. Spinach has good demand and the market is higher. There is a wide range of pricing available. Beets are steady and demand is moderate.

Broccoli has moderate demand and the market is higher. Quality in the market varies. Cauliflower is steady to slightly higher and demand is moderate. There is a wide range of pricing. Onions are steady and demand is light.

Red and Green Leaf Lettuces are steady and demand is moderate. The market on Red leaf is slightly higher. Iceberg Lettuce is higher with good demand. Romaine is steady with good demand. Radishes are steady with good demand. Green Onions are steady and demand is good. Green Peas have good demand but have a wide range in quality and price; the market is steady. Asparagus is steady with

fairly light demand. Potatoes are steady and demand is light out of Idaho. Markets are steady in Wisconsin on all Potatoes.

Produce Quiz

Related to cabbage and mustard family, I was the main game in Europe until the potato took my number one spot. Often considered a poor man's vegetable, as I am easy to grow. I do well in poor soil, ripen quickly, and I keep relatively well. I can be shaped like a carrot or a basketball. As a CRUCIFEROUS vegetable I can weigh up to 40 pounds or be the size of a golf ball. My colors range from black to white including yellow, green, red and purple, but my innards are always white. As a baby I am delicate and sweet but as I grow my sulphur content increases which gives me a coarse, woody texture and a tangy, peppery taste. I contain trace amounts of arsenic, and I'm a fair source of vitamin C. My tops are often used for spring greens while my bulb is usually peeled, boiled and served with butter, salt and pepper. I am a great ingredient in mashed potatoes. I can be boiled, steamed, mashed or pureed, stir-fried, cubed, poached, braised, or used raw in salads. I can even be deep fried for chips. Several people claim to have just fallen off my truck, but I've never seen this and I've been around!

Last Quiz Answer: Sage



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