

TESTA PRODUCE Market Report

Outlook for the Week of
**October 1,
2013**



Market Report

In case you missed it, our FALL FLYER has officially been released. There are all kinds of great fall pumpkins, squash, gourds, decorations, and much more. It's attached to this report so make sure you take a look at it to get your order in. And now for your markets.

Raspberries are steady with good demand. Blackberries are steady with good demand. Supplies are light and demand exceeds. Strawberries are steady and demand is moderate to light. Blueberries are higher with very light supplies and good demand. There is a wide range in pricing out there for Blues. There is a wide range of quality for all Berries in the market right now.

Oranges are steady with good demand and the market is steady with a wide range of prices. Lemons are steady and demand exceeds supplies. Limes are lower and supplies are heavy, with light demand.

Watermelon is steady with fairly light supplies and moderate demand. Cantaloupe is steady with light supplies and moderate demand. Honeydew is steady and supplies are light;

demand is good. Apples are steady with good demand. Pears are steady and demand is good. Peaches are steady and demand is moderate. Plums are steady and demand is good. Grapes are steady with good demand. Pomegranates have moderate demand with a steady market.

Avocados are steady and demand is good. The market for 84's is higher. Supplies overall are light. Papaya is steady and demand is fairly light. There is a wide range of quality, condition, and availability. Mangoes have light supplies and good demand; the market is steady. Pineapple is steady and demand is moderate.

Beans are higher and demand is moderate. Supplies are fairly light. Eggplant has light demand and the market is lower. Bell Peppers have good demand and light supplies; the market is lower.

It's Squash season! We've got lots of local Squash in stock so make sure you take advantage of it and get your order in! Demand is moderate. The market for Yellow Crookneck is lower and others are higher. Sweet Corn had light demand and light supplies. Cabbage has light supplies and moderate demand. The Red market is steady and the Green market is

Market Report, Cont'd...

lower. There is a wide range in quality.

Tomatoes are steady on large sizes and lower on jumbos and extra larges. Demand is good and at lower prices. There is a wide range in quality. Grape Tomatoes are steady to slightly lower with light demand. Plum Tomatoes have light supplies with moderate demand. The market is lower and there is a wide range of quality and condition available. Cherry Tomatoes are lower with moderate demand.

Carrots are steady and demand is moderate. Supplies are light with a wide range in quality. Cucs are steady to slightly higher with moderate demand and fairly light supplies. Asparagus is steady with light demand. There is a wide range of quality and conditions available. Sugar Snap Peas supplies are lighter with demand exceeding supplies. Snow Peas have good supply and demand. The market is higher. Brussel Sprouts are steady with good demand. Prices vary. Spinach is slightly lower with light demand and a wide range of price.

Beets have moderate demand and the market is steady. Broccoli is steady to higher with moderate demand and wide range in quality. The demand for Crown Cut is good. Cauliflower is steady to higher with good demand and a wide range in price. Celery is higher with moderate demand.

Iceberg Lettuce is slightly lower and demand is light. Boston and Green and Red Leaf Lettuces have light demand. Green Leaf markets are lower and others are steady. As a whole, Lettuce quality has varied greatly. Romaine is steady and demand is moderate.

Green Onions are steady, and Leeks are higher. Demand overall is good. Potatoes are steady with good demand. Yellow Onions have moderate demand and a steady market.

Produce Quiz

I am probably most famous as a stick, although I have recently been seen in Buffalo plating down with chicken parts. I all started when my wild ancestors were cultivated in the 16th century. Once considered a powerful aphrodisiac my leaves were used by the Greeks to adorn the crown presented to victorious athletes. These stars also drank my wine. Romans used me for seasoning and as an elixir to aid digestion and soothe arthritic pain. Medieval magicians put my seeds in their shoes, hoping it would help them fly, but alas, they did not. We never made that claim. I am a fleshy ribbed stalk that ranges in color from white to dark green. Lately, I have been seen down at South Beach stylin' in red. My stalk, that can grow up to 16 inches, is my most popular part, my leaves, seeds, and roots are also used. My most popular variety was born in Kalamazoo, Michigan in 1874. I was socialized at local Michigan train stations throwing myself at passengers for free. My fame really came in 1960 at a Chicago where I was immortalized by bartenders. When Sears and Roebuck featured me as a muscle relaxer in their catalog, I went viral. Today, scientists agree that eating two of me a day will help reduce blood pressure. My crunch is created by the collapse of my thousands of air filled cells. There are over two billion pounds of us produced every year, and that's just the United States. I am used in just about anything savory. There is no stock made without me. Tomato Juice is one of my best friends. I am a very popular salt. Nary has a crudité existed without me and I'm not saying a word about what we did with the chickens but I will say the press has it wrong. It was cold up there, and, well, things happen. Anyway the average person consumes about eight pounds of me a year. I am an excellent source of potassium and a good source of vitamin C, folic acid and vitamin B6. Crunch on!

Last Quiz Answer: Turnip



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