

# TESTA PRODUCE Market Report

Outlook for the Week of

**October 28,  
2013**



## Market Report

You might have noticed that we haven't had a market report in a few weeks. For anyone who was really observant, you might have noticed that it coincided with the government shut down. The market information used to compile the market report comes from the USDA and that was one of the entities affected by the shut down. Sorry for the gap, but now we're back! Here are your markets:

Lets start with Berries; as a whole, Berries are inconsistent in quality. Raspberries are steady with good to moderate demand. Strawberries are lower with good demand and lower prices. Organic Straws are good demand as well. Blackberries are coming from Mexico through Arizona, California and Texas. Markets are steady and demand is good. Blueberries are steady and demand is good.

Lemons are steady and demand is good. Supplies of Organic product are light. Navel Oranges have light supplies and moderate demand out of Southern California. Fancy grade are lower markets while Choice is more moderate. Valencia Oranges are steady with light to moderate supplies and demand; Organic product has light supplies. There is a wide range of prices available. Grapefruit is steady and demand is good.

Lemons are steady and demand is light. Supplies of 115-140's are fairly heavy. There is a wide range of price. Limes are steady and demand is light to moderate with a wide range of quality in the market. Clementines are steady and demand is moderate to light with light supplies. Tangerines are lower with moderate demand and light supplies.

Cantaloupe is higher with light supplies; this commodity is in a demand exceeds situation. Honeydew is steady with good demand and light supplies. There is a wide range in quality and price for both Honeydew and Cantaloupe. Watermelon is steady and demand is light. The market for bins is lower and there is a wide range in quality for all Watermelon right now.

Apples are steady and demand is good. Supplies of Gala are lighter and Golden Delicious is light as well; both with moderate demand. Pears are steady with good demand. Supplies out of Michigan are heavy. Grapes are steady with moderate demand. Avocados are steady with moderate demand. Pomegranate is steady with moderate demand. Kiwifruit is steady with light to moderate demand. Pineapple is steady with light demand. Papaya is steady with moderate demand. Mangoes are steady, and 7-8's and 12's are slightly lower. Supplies are light.

## Market Report, Cont'd...

Cabbage has light supplies. The market on larger sizes is lower. Demand on Red is good and Green is moderate. Carrots are steady and demand is moderate; supplies are light and there is a wide range in quality available. Celery had light demand and supplies are light. Beans are lower with moderate demand; supplies are light. Asparagus is overall steady to lower for Small sized White and Green product; supplies are light. Green Peas are steady with moderate demand. The market for Sugar Snaps are lower. Quality varies.

Brussel Sprouts are slightly lower with fairly light demand and are available for a wide range of price. Endive and Escarole are both steady with good demand. Spinach is lower with light demand; there is a wide range in quality and price available as well. Beets are steady and have good demand. Iceberg Lettuce is lower with light demand. Supplies are on the heavier side. There is a wide range in quality available in the market. Green and Red Leaf Lettuce are steady to slightly lower with moderate demand. Boston Lettuce is steady. Romaine is steady with light demand. There is a little more demand for Hearts, and the market is slightly lower.

Tomatoes are steady and demand is moderate and there is a wide range of quality available. Plum Tomatoes have light and moderate demand. The market for medium product is slightly higher, but other sizes are steady.

Cucumbers are steady with fairly light demand. There is a wide range in quality available. Squash is steady with light to moderate demand for Zucchini. Yellow Straightneck has fairly light demand and the market is steady. Artichokes are steady; demand is good and they are available for a wide range of prices. Bell Pep-

pers are steady with good demand. The market for Reds is higher.

Broccoli is lower with light demand and heavy supplies. Cauliflower is steady with light supplies and good demand. There is a wide range of quality available for both. Sweet Corn has good demand and light supplies. Eggplant is steady and has light demand. Potatoes are steady with moderate demand. Demand for Reds is good and moderate for Russets. Supplies are fairly light in some areas. Onions have light demand and steady markets.

## Produce Quiz

I wish they could get my name straight. From Callaloo to Inca Wheat to love-lies-bleeding, it's all me but in many different forms. Even my primary name origin is confusing. It is derived from the Greek meaning unfading love flower. Found throughout the world but mostly in the tropics, I am an ornamental plant, a grain and an edible leaf. We also do food coloring, but that's another quiz. My value as an ornamental is made quite obvious by my long clusters of beautiful red flowers and fiery red leaves. My plant grows up to 36 inches and each one of us can contain as many as 500,000 seeds. As a grain I am a historical staple. This changed when conquistador Hernando Cortés, in reaction to the Aztec's donation of me in religious related rituals, ordered my field's destroyed and removed by the hands of any farmers who planted me. So my humble Mexican beginnings were halted but not eliminated. My resistance to drought, ease of growth, and nutritional benefits prevailed and today I am popped, sprouted, used as a cereal, or a moist and sweet (yet unleavening) flour. As a green, I can be green, red, gold, or any combination of the three. My colorful tasty green is often substituted for spinach in soups, pasta dishes or, phosphorus, copper and zinc. So in one form or another, regardless of what you call me, I'll be there.

## Last Quiz Answer: Quince



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