

# TESTA PRODUCE Market Report

Outlook for the Week of

**November 18,  
2013**



## Market Report

Blueberries are steady with light to moderate demand. Blackberries are steady with demand exceeding supplies. Raspberries are steady and demand is good. There is a wide range of quality and price available. Strawberries are steady and demand is good. Quality varies.

Lemons are steady with moderate demand and a wide range in price. Organic supplies are light. Oranges are steady and demand is moderate. Supplies of 113-138's are light. Grapefruit is steady and demand is moderate; supplies are light and price varies. Limes are higher and quality varies. Demand is good. Clementines are steady and demand is moderate.

Cantaloupe demand is moderate to light and supplies are light. The market is lower. And there is a wide range of price, quality, and condition available. Honeydew is steady and supplies are light. De-

mand is moderate. Watermelon is lower and demand is very light. Pineapples are steady to higher and demand is moderate

Apples are steady and demand is good. Pears are steady and demand is good. Papaya is steady and demand is moderate. Mangoes are steady to slightly lower and demand is moderate. Supplies are light. Avocados are steady and demand is fairly light. Grapes are steady and demand is light to moderate. Pomegranates are steady and demand is moderate.

Carrots are steady and demand is moderate. Supplies are light and there is a wide range in quality. Broccoli has good demand and light supplies. There is a wide range in quality and price available. Bunched pricing is lower. Overall, Broccoli markets are steady to slightly lower. Eggplant has light supplies and moderate demand. The market is about steady. The market is steady.

Bell Peppers are steady and demand is

### **Market Report, Cont'd...**

moderate. Supplies of Red product are light. Corn is steady' supplies and demand are both light. Cucs are steady to slightly higher. Demand is good with a wide range in quality. Squash has good demand. The market for Yellow Straightneck is higher and Zucchini is steady.

Tomatoes are steady with good demand. There is some variation in quality. Cherry Tomatoes are steady with moderate demand. Grape Tomatoes are steady with good demand. Organic markets are lower with good demand and lower prices. Plum Tomatoes are steady to slightly higher with good demand.

Asparagus is steady and demand is good. Brussel Sprouts are steady and demand is good; there is a wide range in price available. Beets are steady and demand is moderate.

Cabbage is steady with moderate demand. Supplies are fairly light. The market for Green Cabbage is slightly higher. Spinach is steady and demand is fairly light; there is a wide range in price and quality available. Iceberg Lettuce is steady and demand is moderate. There is a wide range in quality available. Green Leaf Lettuce is steady and demand is moderate. Supplies of Red Leaf and Boston Lettuce are light. Romaine is higher and demand is moderate. There is a wide range in quality and

price. Celery is higher for 30-36 count and lower on larger counts. Demand is good.

Cauliflower is steady, sized 12's are lower. Demand is fairly light. Potatoes and Onions are steady and demand is moderate for just about all varieties of both.

### **Produce Quiz**

I am the proud, the sweet, the fruit of the Chicle tree. I produce a milky latex that is boiled down to form the major ingredient in chewing gum. I am native to South America, but I am also grown in the West Indies, the Philippines, South Florida, and other tropical climates. Some say I look like a cross between a potato and an apple. I am round, lemon shaped or oblong, about 3 inches in diameter with a russeted rough, grayish brown edible skin. I have four inedible black seeds (used to make tea) with a soft, sweet, fragrant pulp that is fine grained. My flavor can be likened to the flavors of brown sugar or maple syrup. Eaten with my skin on, like an apple, will mellow my intense sweetness. My honey blonde deep reddish brown melt-in-your mouth pulp can be eaten out of hand or used in pancakes, rice custard and sherbet, fruit salads and wine. I can also do amazing things to a root beer float. I am quite high in fiber and considered to be a good source of potassium. I contain vitamin C, sodium and iron as well.

**Last Quiz Answer: Artichokes**



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