

# TESTA PRODUCE Market Report

Outlook for the Week of

**November 4,  
2013**



## Market Report

This weekend marked the end of Daylight Savings Time, which means we got an extra hour yesterday. What did you do with it? It also means that it's getting colder and it's starting to get darker earlier. Winter is getting that much closer but we still have plenty of great fall favorites to pick from. Check out the attached Fall Flyer and stock up on all of the seasonal essentials.

Blueberries are lower with moderate demand and light supplies. Blackberries are steady to higher with moderate demand. There is a wide range of quality, price, and condition in the markets. Raspberries are steady with light demand; quality and price varies. Strawberries are higher with good to moderate demand and a wide range in quality. Demand for Organic product is very good.

Clementines are moderate with light supplies. Lemons are steady with good demand; supplies are light and there is a wide range in pricing available. Oranges are steady and demand is moderate; supplies

are light. Grapefruit is steady and demand is moderate. Limes are steady and demand is fairly light; quality is all over the place.

Cantaloupe is lower with good demand and lower prices. Honeydew is steady with light supplies and demand; prices are lower. Watermelon is steady and demand is light, and there is a wide range in quality in the market. Apples are steady and demand is good. Pears are steady with good demand. Avocados are steady and both supplies and demand are light. Kiwifruit is steady and demand is fairly light. Papaya is steady and demand is moderate. Mangoes are steady and supplies are light. Pineapple is steady with moderate demand.

Grapes are steady and demand on Red is better than on others. Pomegranates are steady with moderate demand. Cabbage is steady and demand is moderate; supplies are light. Beans have moderate demand and fairly light supplies; the market is lower and there is a wide range of prices available. Cucumbers have light demand and the market is lower and somewhat weak; there is a

## Market Report, Cont'd...

wide range in quality. Peppers are lower and supplies are light. Squash is steady and demand is light with fairly light supplies.

Tomatoes are steady to higher in some areas, and demand is moderate. There is a wide range of quality available. Cherry Tomato demand is moderate and the market is lower; supplies are light. Grape Tomato markets are lower and demand is moderate. The market for Organic product is steady. Plum Tomatoes are steady with moderate demand.

Asparagus is steady, but barely. Demand is light and there is a wide range of quality and condition available. Peas have good demand and a wide range in price, quality, and condition. Snow Peas are firm and Sugar Snaps are steady. Corn is steady and supplies are light. Demand is moderate. The market for White Corn is lower. Eggplant is steady to slightly higher and demand is moderate. Bell Peppers are lower and demand is moderate; supplies are lighter.

Squash is lower and supplies are light with moderate demand. Brussel Sprouts are steady and demand is good. There is a wide range of pricing available. Spinach is steady and demand is moderate; there is a wide range in price and quality available. Beets are steady and demand is good. Carrots are steady and demand is moderate. Supplies are light and quality varies. Broccoli is higher and demand is good with inconsistent quality and price. Cauliflower

is steady but supplies are very light.

Iceberg Lettuce is lower and demand is moderate; supplies are heavy and quality varies. Green Leaf and Red Leaf are steady with moderate demand. Romaine is lower and demand is steady. Celery is steady and demand is good. Green Onions are steady. Potatoes are steady with light to moderate demand.

## Produce Quiz

I ooze from pores and hang on doors. I save you from fright on Halloween night. For I am so old, with flavor so bold, my story in Sanskrit can easily be told. In ketchup, mustard and sausage I be, and powdered in pizza to stimulate thee. Slowly ferment me until I turn black; that will avoid any vampire attack. Use me in ice creams, bake me in cake? Yes, more than savory, a dessert I can make. Roast me slowly and squeeze in my head; you'll not be wanting and butter on your bread. Curing consumption and easing all pain; when it comes to amounts there is no refrain. Braid me, sauté me, put me in sauce; without my aroma your food's at a loss. If you are to marry and scared of the flight; my clove in your buttonhole will ensure a sweet night. In Gilroy, my home lies my greatest supply; just stick out your nose, my aroma won't lie. So love me and eat me, and decorate in style; however you use me I'll last for a while.

## Last Quiz Answer: Amaranth



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