

# TESTA PRODUCE Market Report

Outlook for the Week of

**January 27,  
2014**



## Market Report

Mother Nature sure does love to keep us on our toes. Back in the negative temps again this week. Not only is Chicago weather all messed up, but weather across the country is insane. Lots of harvests are being affected. We sent out a notice on Friday regarding Tasti-Lee Tomatoes. There has been lots of cold weather in Florida and that has affected the availability of the Tasti-Lees. Because of this, we will likely not have them until late this week. We will keep you updated as more information comes in.

Strawberries are steady and supplies are light; demand exceeds supplies. There is good demand for Organic product at lower prices, and the market is slightly lower. Raspberries are steady and demand is good. Blueberries are steady and demand is moderate to light. Blueberries are steady and demand is moderate; the Organic market is lower. Blackberries are lower and demand is moderate. All Berries have a wide range of quality and price in the markets currently.

Lemons are steady; demand is good and supplies are light for both conventional and Organic product. Oranges are steady and supplies are light with good demand. Clementines are steady with light demand. Grapefruit is steady to lower and demand is moderate with a wide range in prices available. Limes are steady with heavy supplies and light demand. Honeydew has very light supplies and good demand; the market is steady. Watermelon has very light supplies and decent demand; quality and condition varies. Cantaloupe has light supplies and very good demand. The market is steady.

Apples are steady with good demand. Pears are steady with moderate demand. Kiwi is steady with good demand. Avocados are steady with fairly light demand. Cherries are steady with light supplies and light demand. Grapes are steady with moderate to light demand. Nectarines are steady with fairly light demand. Peaches are steady with light demand. Plums are steady with light supplies and light demand. Papaya is steady with good demand but there is a wide range in quality and condition available. Pineapples

## Market Report, Cont'd...

are steady with fairly good demand and light supplies. Mangoes are steady with moderate demand and light supplies.

Cabbage is steady and demand is light. Supplies are light and some harvests have curtailed due to cold weather. Celery is steady to slightly lower with moderate demand and weather has affected harvests for this commodity as well. Beans are steady to slightly higher and are in a demand exceeds situation. Corn is steady and supplies are fairly light with good demand. Eggplant is slightly lower with light demand and light supplies. Bell Peppers have light supplies for all colors. The market for Greens is lower but others are steady.

Squash has light supplies overall with moderate demand. Zucchini markets are steady but Yellow Straightneck is slightly lower. Cucumbers have very light supplies and very good demand; the markets are steady however is a wide range of quality and conditions available. Green Peas are steady with moderate demand. Asparagus is steady to slightly lower and demand is very light. Carrots are steady and demand is fairly light.

Tomatoes are steady with good demand and light supplies. There is a wide range in quality, price, and availability currently. Cherry Tomatoes are steady with good demand and light supplies. Grape Tomatoes are steady to slightly higher with good demand. Plum Tomatoes have good demand but the market is slightly lower. Tomatoes

were one of the many crops that were affected by cold weather so availability might be tight for a bit.

Broccoli has good demand. Crowns are slightly higher and Bunched markets are steady. Cauliflower is steady with moderate demand and a wide range in prices. Demand for Boston Lettuce is moderate but lighter for Green and Red Leaf; markets for all three are steady. Romaine Lettuce is steady with light demand. Iceberg Lettuce is steady with very light demand. Spinach markets are slightly lower and demand is moderate. Potatoes are steady and demand is fairly light. Onions are steady firm markets and demand is moderate to light.

## Produce Quiz

I am fruity member of the cucumber family. I am a cool fruit, not square like some are trying to make me. I am also a native of Africa and I have an old soul. In fact I have been cultivated and eaten since well before 2000 B.C. My marbled skin is thick and rich in color. I am sweet and crisp and my flesh can be vibrant red, pale pink or golden yellow. My fifty plus varieties differ in weight and sizes. My round cousins are the light- weights of the family, while my oblong uncles are more plump sometimes even reaching 100lbs. In certain regions, my skin is pickled, candied or fried, but mostly found slurped, moon shaped, ragged and discarded. My smooth little seeds, one of my most prominent features, are not very loyal for they are often found spat, spewed or swallowed. Some of my hybrid varieties carry no seeds at all. If you'll be spending time in the dessert, I'm the companion you'll want to bring along, just make sure your prepared for my diuretic effects. I am also a small source of Vitamin C and Potassium.

### Last Quiz Answer: Sesame



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