

TESTA PRODUCE Market Report

Outlook for the Week of
November 10, 2014



BERRIES

Blueberries steady market, moderate demand
Raspberries market is steady, good demand
Strawberries slightly higher market, very good demand
Misc. Berries about steady—steady market, moderate demand

CITRUS

Grapefruit about steady market, moderate demand
Lemons about steady market, moderate demand
Limes about steady market, demand for 175-230s fairly light while others are light *Wide range in price and quality*
Oranges about steady market with moderate demand
Tangerines market slightly lower, moderate demand

MELONS

Cantaloups market for 12 is about steady while others slightly lower, demand 12s good, 9s light and others moderate
Honeydew market for 5-6s lower while others are about steady, moderate demand
Watermelon market is about steady, demand is fairly light *Wide range in quality*

NON-CITRUS FRUITS

Apples steady market, fairly good demand

Avocados market is lower—steady, demand is fairly light—moderate

Grapes steady market, moderate demand

Kiwifruit about steady steady market, moderate demand

Mangoes about steady market, light supply, moderate demand

Papaya about steady—steady market, moderate demand *Wide range in quality and condition*

Pears market is steady with fairly good demand

Persimmons/Pomegranates Steady market, moderate demand

Pineapples about steady market, supply 7-8s are light, demand is moderate

VEGETABLES

Beans market ranges from lower—higher regionally with light—moderate demand

Broccoli market about steady—slightly higher, light supply, demand fairly good—moderate *Wide range in price and quality*

Cabbage market ranges from about steady—higher, moderate demand

Carrots market varies from lower—steady, jumbo is higher, with demands ranging from light—steady.

Cauliflower market ranges from lower—higher, demand is fairly good—moderate

Corn, Sweet steady market, supply for white very light while others are light, demand is moderate

Market Report, Cont'd...

Cucumbers overall market is about steady, moderate demand

Eggplant market is overall is slightly higher, light supply, good demand

Lettuce market is about steady—slightly higher, very light supply, good demand

Iceberg: market is steady—higher, very light supply, good—very good demand

Romaine: Overall higher market, very light—light supply, good demand
Wide range in price and quality

Peas, Green about steady market, light supply and moderate demand

Peppers about steady market, very light supply, demand is fairly good—moderate

Bell Type: about steady—higher market, fairly light—light supply, moderate demand

Squash market for zucchini is higher; yellow straightneck is about steady; butternut is lower; grey about steady; others steady and all good demand

Tomatoes about steady market, demand is fairly good—moderate

Grape Type: about steady—lower market, moderate demand

Plum Type: about steady market, good—very good demand

POTATOES AND ONIONS

Potatoes overall about steady market, fairly good demand

Onions, Dry steady market, demand fairly light—moderate



Produce Quiz

I am a member of the nut family. I am native to Southeast Asia and Melanesian Islands in the Pacific Ocean. I am the year-round King of tropical and sub-tropical regions. I have a thick hard green to brown (depending on stage of maturity) shell. I constantly bear the "need a trim" look with my tough brown fibers tousled around my shell. Each of my parts has special characteristics and each serve their own unique purpose. The wood of my palm is used by carpenters, and my leaves are strong and fibrous, and used to make rope, baskets, and fabric. In Sanskrit my tree is referred to as kalpa vriksha, which means "tree which gives all that is necessary for living". I am the bearer of delicate crisp white meat and I have a belly full of liquid that can be used in sauces, curries, puddings, and desserts or simply to drink on its own. I contain considerable amount of saturated fat, moderate amount of fiber, and scarce amounts of protein, calcium sodium, phosphorus, potassium, magnesium, iron and copper. You better get used to me because at this moment my oil is probably in products found in several rooms of your household, and at one time or another, has been all over body in a number of soaps and fragrances. My meat is a rich tasting popular accompaniment to shell fish dishes, and a favorite flavor for cookies, pies, cakes and candy. In fact, in my candy form, sometimes you feel like mixing me with other nuts and sometimes you don't.

Last Quiz Answer: RUTABAGA



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