

TESTA PRODUCE Market Report

Outlook for the Week of
November 10, 2014



BERRIES

Blueberries firm market, fairly light supply, fairly good demand

Raspberries about steady—steady market, demand is best good while others are moderate *Wide range in quality*

Strawberries market ranges from lower—steady with moderate demand.

Misc. Berries market ranges from lower—steady and demand is moderate.

CITRUS

Grapefruit steady market, moderate demand

Lemons about steady—steady market, demand ranges from fairly light—moderate

Limes market for 110s and 250s slightly higher while others are about steady, fairly light supply, demand is fairly good—moderate *Wide range in price and quality.*

Oranges overall market is about steady with moderate demand

Tangerines about steady market, moderate demand

MELONS

Cantaloups slightly lower market, light supply, fairly light demand *Wide range in appearance*

Honeydew market for 6s is higher and 8s lower while others are about steady *Wide range in quality and condition.*

NON-CITRUS FRUITS

Watermelons about steady market, demand 4s and 5s are good while others are light *Wide range in quality*

Apples steady market, fairly good—very good demand

Avocados market varies from about steady—slightly higher moderate demand

Cherries lower market, fairly good demand

Grapes steady market, fairly light—moderate demand

Kiwifruit about steady—steady market, moderate demand

Mangoes market is slightly lower—about steady, light supply, moderate demand

Papaya market is slightly lower—about steady, demand is fairly good—moderate *Wide range in quality and condition*

Pears market is steady, demand is fairly good

Persimmons/Pomegranate steady market, moderate demand

Pineapples market varies slightly from lower—about steady, supply 7s-8s are light and overall moderate demand

VEGETABLES

Beans market is slightly higher, with moderate demand

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

Market Report, Cont'd...

Cabbage market varies regionally from lower—higher, supply fairly—very light, overall moderate demand

Carrots market ranges from about steady—higher, moderate demand

Celery market varies from lower—higher, moderate—fairly good demand

Corn-Sweet about steady market, very light supply, moderate very good demand

Cucumbers overall, about steady market, demand is fairly good—moderate

Eggplant about steady market, supply is fairly light—light, good demand

Lettuce about steady market, fairly light supply, fairly good—moderate demand Wide range in quality

Iceberg lower market, light supply and moderate demand

Romaine lower—about steady market, very light supply available, moderate demand

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

Peppers, Bell Type about steady market, overall moderate demand

Others about steady market with moderate demand

Squash about steady market, good demand

Tomatoes overall market is about steady, light supply, good—very good demand

Grape Type market is about steady—higher, moderate demand

Plum Type about steady—higher market, fairly light—light supply, very good demand

POTATOES AND ONIONS

Onions, Dry market steady, moderate demand

Potatoes about steady market, very good demand



Produce Quiz

I am delicate, petite, pretty and succulent. I grow in the coolest regions of the northern hemisphere. My European varieties derive from the species Rubus Idaeus while the American varieties come from Rubus Strigosa. I am frigid and prefer the cold or I will rebel, perish, leak and stain. I was barely seen until the 18th century when I became popular on the dessert table in fruit salad, served with peaches and cream, or pureed and used in jellies, sauces, sorbet and puddings. My family covers a rainbow of colors ranging from white to yellow, orange, pink, red, purple and black. My Scottish cousins are the envy of the family. Due to the damp cool climate of Scotland they are reputedly the best of their kind in the world. I am high in fiber, a good source of Vitamin C and contain traces of calcium and vitamin A. I am certainly welcome on a dessert tray, but my association with discolored skin makes me an unpopular participant in a bike or marathon. I can also be created by covering your mouth with your hand and blowing, but that doesn't taste nearly as good.

Last Quiz Answer: COCONUT



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