

TESTA PRODUCE Market Report

Outlook for the Week of
November 2, 2014



BERRIES

Blueberries steady market, with fairly light demand

Strawberries market is steady, demand is best good and others moderate *Wide range in quality.*

Raspberries steady market, light demand *Wide range in quality*

Misc. Berries market is steady, demand is best good and others fairly light *Wide range in quality and condition.*

CITRUS

Lemons market is about steady, supply ranges regionally from fairly light—fairly heavy supply, moderate demand

Limes about steady market, demand for 175-230s moderate, 150s, 250s fairly light, and 110s light *Wide range in price and quality.*

Grapefruit market is about steady, fairly good demand *Wide range in price.*

Oranges about steady market with moderate demand

Tangerines have an about steady market, moderate demand

MELONS

Cantaloups have an about steady market, light supply, moderate demand

Honeydew market is lower—steady, demand for 6s is good and others are light *Wide range in appearance.*

Watermelon about steady market, demand for miniatures is moderate while others are very good

NON-CITRUS FRUITS

Apples market ranges from about steady—steady, demand varies from fairly light—good

Avocados about steady market, demand varies from light—moderate

Grapes the market is steady, demand is moderate

Kiwifruit about steady—steady market, moderate demand

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

Papaya market is about steady—steady, demand is fairly light—moderate *Wide range in quality and condition.*

Pears steady market with moderate demand

Persimmons/Pomegranate both have steady markets, and moderate demand

Pineapple market is about steady, supply 7s and 8s are light, demand is moderate

VEGETABLES

Asparagus about steady market, fairly light demand

Broccoli market ranges from about steady—higher, light supply, overall moderate demand

Cabbage overall market is about steady, supply from MI is light, demand ranges from light—moderate

Cauliflower has an about steady market, demand for 16s is fairly light while others is moderate

Celery market is about steady—higher, demand is fairly good—good

Market Report, Cont'd...

Cucumbers about steady market, light supply, demand ranges from light—good (Pickles have an about steady market)

Lettuce about steady—higher market, good demand

Iceberg higher market, very light supply and demand exceeds supply

Romaine market is higher, supply is very light, demand is very good

Peas, Green about steady market, light supply, and moderate demand (market for snow peas is slightly higher, sugar snap is lower—about steady) *Wide range in quality and condition*

Peppers, Bell Type overall market is about steady, light supply and moderate demand.

Other Peppers: market is about steady, very light supply, demand ranges from fairly light—moderate

Squash market ranges from lower is some areas—higher, fairly light supply, moderate demand

Tomatoes market is about steady (lower from Mexico) demand is light—fairly good.

Grape Type: about steady market, fairly light—moderate demand

Plum Type: market is about steady (lower in Mexico), light supply, fairly light—fairly good demand

POTATOES AND ONIONS

Potatoes overall market is about steady, demand is fairly light—moderate

Onions, Dry about steady market, light—moderate demand



Produce Quiz

You began by calling me a turnip mutant while I was actually a cross between a member of the cabbage family and the turnip family. It is believed that I first appeared in Hungary sometime in the 17th century and I do not think Alex Haley would argue. Then I saved your lives in Europe during World War II, being a prime source of nutrition when food supplies were scarce and what do I get? Insults!! Today you have all but ignored me. In Northern Europe I am used as fodder for cattle. URGGHH!! This is the thanks I get. Longer and rounder than a turnip I am usually yellow but some of my cousins are white. Truth be known, I have more of a kick than a lil' ol' turnip that you think is all that. I even have a more distinguished look wearing a top hat where my leaves form. Stick that in your turnip and mash it. Eaten raw or cooked I am now and forever will be more interesting than the turnip. I can be used in soups, stews, pureed, or added to mashed potatoes. If you find me too strong I can be easily mellowed out with a 5 minute blanch before cooking. I am an excellent source of potassium and a good source of Vitamin C. I am also a good diuretic and great for breaking windows. So, now its kale, replacing, the Brussels sprouts and before that it was chard then arugula and so on and so on and so on. Watch out, what goes round comes out of the ground, once again, I will be found. I seriously doubt I will scare you tomorrow night, but if you're a turnip, I just might!

Last Quiz Answer: TARRO



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