

# TESTA PRODUCE Market Report

Outlook for the Week of  
**December 15, 2014**



## BERRIES

**Blueberries** market varies from lower to steady demand ranges from very good to good at lower prices.

**Raspberries** market is about steady—steady, with very good demand

**Strawberries** have a steady market, very good demand; demand exceeds supply from central FL *Wide range in quality.*

**Misc. Berries** market is steady—higher, moderate demand with a wide range in quality.

## CITRUS

**Clementines** have an about steady market, with moderate demand

**Grapefruit** steady market with fairly good demand

**Lemons** steady market with good demand

**Limes** market for 230s are lower while others are about steady, demand for 110-150s are light, 230-250s are fairly light while others are moderate *Wide range in price and quality*

**Oranges** steady market with moderate demand

## MELONS

**Cantaloup** the supply is very light with demand exceeding supply

**Honeydew** steady market, very light supply, with demand exceeding supply

**Watermelon** market is about steady, supply is light, demand 5-6s good while 8s are fairly light and a *Wide range in quality*

## NON-CITRUS FRUITS

**Apples** have a steady market, fairly good—moderate demand

**Avocados** steady market, fairly light—moderate demand

**Cherries** have an about steady market with fairly good moderate demand

**Grapes** about steady—steady market, with fairly light moderate demand

**Kiwifruit** about steady steady market, fairly light moderate demand

**Mangoes** have a steady market, good demand

**Papayas** have a steady market, demand ranges from fairly light moderate *Very wide range in quality and condition*

**Pineapples** have an about steady—steady market, fairly light—moderate demand

## VEGETABLES

**Beans** imported market is slightly lower, but higher in FL, demand ranges from light—moderate

**Broccoli** the market varies regionally from lower—higher, fairly light—moderate demand *Wide range in price and quality.*

**Cabbage** market varies about steady—steady, moderate demand

**Celery** market is about steady, and demand is moderate

**Corn-Sweet** market for yellow is slightly higher while others are about steady, and good demand.

### Market Report, Cont'd...

**Cucumbers** have a slightly lower market, demand is good at slightly lower prices.

**Lettuce** about steady market, fairly light moderate demand

**Iceberg:** about steady market, with demand being fairly light—moderate

**Romaine:** about steady market, light supply, moderate demand

**Peppers** market is lower—about steady, fairly light—moderate demand

**Bell Type:** market is about steady—steady, light supply, moderate demand

**Tomatoes** slightly lower—steady market, good demand

**Plum Type:** lower market with fairly light—moderate demand

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

## POTATOES AND ONIONS

**Potatoes** market is steady, with good demand

**Onions, Dry** steady market, fairly light—moderate demand

## Produce Quiz

*You probably know me by my Japanese name, or maybe by the name I grow wild with in North America. I imagine my American name may result from my propensity to blossom in little purple flowers that become little prickly burrs. While all parts of me (leaves, seeds and roots) have been used for centuries in traditional Chinese medicine, it is my root that the Japanese are responsible for first using as a food and seasoning. Actually, you can eat my young leaves and stems in the spring. But, you'll want to wait 'til my underground treasure is a bit older before eating (around 4 inches in length with a 1" diameter at the wide end of my taper) – but don't wait until I'm old, or I may taste woody. I am nurtured under rather bare stems on 3-4 foot mature plants that bear large, rough, heart-shaped leaves—dark green above and pale beneath with pinkish veins – with short white hairs on leaves and leaf stalks. Like most sweet young things, I'm most tender when young, and should snap when bent. When well prepared, I have a pleasant, crisp texture with an earthy taste ranging from mild to sweet to strong. When I am very young, peel me and eat me raw, but I'm perhaps best cooked. Bring me home dirty – the dirtier the better – just wash or brush clean and rub off my dark skin with a knife back (as you would a carrot or parsnip). Some pound me to tenderize, but I suggest a julienne or shaving. A water bath should remove the bitterness that can result from my inulin. With lots of vitamin B and minerals, my pithy white flesh is delicious shredded in soup and salads, stir fried, boiled, roasted, or stewed with other root vegetables or as meat stuffing. I'm available all year round from California, Hawaii and Japan.*

**Last Quiz Answer: MULBERRY**

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