

TESTA PRODUCE Market Report

Outlook for the Week of

**February 10,
2014**



Market Report

This week is Valentines Day, which means its time to make sure you have plenty of Strawberries, chocolate, and flowers on hand to show your loved ones and your restaurant patrons that you're thinking about them. Wishing you all a week filled with love.

Speaking of Strawberries, here is your market for this hot commodity. Straws have very good demand and markets are slightly lower to steady. There is a wide range of quality available. Raspberries are steady with good demand. There is a wide range of quality and price in the markets. Blueberries are steady to lower with good demand. Blackberries are lower with very light demand.

Lemons are steady with light supplies for both conventional and organic. Demand is good and there is a wide range in prices. Oranges are steady with light supplies and good demand. Grapefruit is steady with moderate demand and a wide range

in quality and price. Limes are higher and supplies are light, with good demand. Quality is inconsistent in the markets. Clementines are steady with light demand. In need of organic citrus? We've still got a large selection of Deer Creek Organic citrus for you. Get your order in today.

Cantaloupe is steady and supplies are light. Honeydew Melons are steady with light supplies and very good demand. Watermelon is steady with light supplies and very good demand. Apples are steady with good demand. Pears are steady with good demand as well. Avocados are steady with moderate demand. Grapes are steady with moderate to light demand. Nectarines are steady with fairly light demand. Peaches are steady with fairly light demand. Plums are steady with moderate demand. Kiwifruit is steady with moderate demand. Papaya is slightly higher with very good demand and a wide range of quality and conditions. Pineapples are slightly lower with fairly light demand. Mangoes are steady with fairly light supplies and good demand.

Market Report, Cont'd...

Carrots are steady with good demand. Supplies are fairly heavy with a wide range in quality. Beans are steady to slightly lower with moderate demand and a wide range in quality. Sweet Corn is lower. Supplies are light and demand is good and at a lower price. Eggplant has moderate demand and fairly light supplies; markets are steady. Bell Peppers are steady with good demand and light supplies.

Squash is slightly lower with light to moderate supplies and light demand. Celery is steady and demand is moderate. Asparagus is steady with light demand. Cucumbers are lower and demand is light. Broccoli is steady with good demand and a wide range in quality. Brussel Sprouts are steady with moderate demand. Cauliflower 16's are steady, with light demand and heavy supplies. Other sizes have higher markets and good to lighter demand. Artichokes are steady with moderate to fairly light demand. Potatoes are steady with fairly light demand. Onions are steady with good demand.

Tomatoes are lower and demand is light to moderate. Overall, Some harvests have curtailed due to rain in growing regions. Cherry Tomatoes are lower at a lower price. Supplies are light and demand is good. Grape Tomatoes are lower and demand is moderate. Plum Tomatoes are lower with moderate demand.

Cabbage has moderate demand. The market for bulk is higher while others are steady. Supplies are light overall. Boston and Red and Green Leaf Lettuce are all steady with fairly light demand; some harvests have curtailed due to market conditions. Romaine Lettuce is steady with fairly light demand. Iceberg Lettuce is steady with fairly light demand. Spinach is slightly lower with moderate demand and a wide range of price.

Produce Quiz

Of our 600 varieties, we are mostly seeds that grow in pods, but we can also be a tuber or a sprout. We can be used fresh or dried. Usually our pods are not edible but in some instances they are. We are a potent nutrient source though not complete. When combined with a grain we become a first-class protein and an excellent selection for vegetarian cookery. In this form we provide all the essential amino acids essential to a complete balanced protein. We are also a good source of complex carbohydrates, dietary fiber, vitamins and minerals. We combine well with other ingredients and flavorings because we do not have a very strong taste of our own. You will often find me mingling with garlic, tomatoes, oil, and other flavorings to keep me in good taste. Many of our heirloom varieties are enjoying a comeback in fine dining. As an agricultural crop, we can restore depleted soil through bacteria living symbiotically in our roots. We absorb nitrogen from the air, and the bacteria fix it in the soil. Best with rice, in stir-fries or soups.

Last Quiz Answer: Avocado



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