

TESTA PRODUCE Market Report

Outlook for the Week of

**February 25,
2014**



Market Report

Strawberries are steady to slightly lower with light demand. Raspberries are steady with good demand. Raspberries are steady with good demand. Blueberries are lower with moderate demand. Blackberries are slightly higher with good demand and varied price. Most berries have a wide range in quality.

Lemons are steady with good demand and light supplies. Oranges are slightly lower to steady with good demand at lower prices. Grapefruit is slightly higher with moderate demand. Limes are higher and supplies are light with good demand. Clementines are steady with moderate demand. Honeydew Melons are lower with light demand. Cantaloupe is slightly lower with moderate demand. Watermelon is slightly higher with light supplies and light demand.

Apples are steady with good demand. Pears are steady with good demand as well. Avocados are slightly higher with moderate demand. Grapes are steady with moderate demand. Nectarines are steady with moderate demand. Peaches are steady with moderate demand. Plums are steady with moderate demand. Kiwi is steady with moderate demand. Mangoes are slightly lower and demand is light. Papaya is steady with moderate demand and a wide range in quality and condition. Pineapple is slightly lower with moderate demand.

Squash has fairly light demand and the markets are lower. Tomatoes are overall lower with lighter demand; the market for 5x6 is higher and demand is good. Cherry Tomatoes are steady with fairly light demand. Grape Tomatoes are steady with light demand as well.

Market Report, Cont'd...

Plum Tomatoes are steady with moderate demand. Sweet Potatoes are steady with fairly light to moderate demand. Tomatoes do have a wide range in quality.

Asparagus is lower with fairly light demand. Carrots are steady overall, Jumbo markets are lower. Supplies are light with moderate demand. Beans are lower, with good demand at lower prices. Corn is steady to lower. Demand is moderate and supplies of White Corn are lower. Eggplant is steady and demand is fairly light. There is a wide range in quality and condition. Bell Peppers are steady with good demand and light supplies.

Celery is lower with fairly light demand. Green Cabbage is higher and Red is lower; overall there is moderate demand and light supplies. Broccoli is steady with moderate demand and heavy supplies. Crowns are higher. Brussel Sprouts are steady with moderate demand and light supplies. Cauliflower is higher and demand is moderate. Boston and Green and Red Leaf Lettuce are each steady with moderate demand. Iceberg has moderate demand and the market is slightly higher. Romaine is steady

and demand is moderate. Spinach is slightly higher and demand is moderate. Cucumbers are higher and demand is moderate. Potatoes are steady and demand is moderate. Onions are slightly higher to steady with good demand and lighter supplies.

Produce Quiz

Held sacred by some, I originally owe my life and subsequent growth to a wasp. While you will consume as a single fruit, I am actually a collection of over 1500 seeds attached to the inside of a vase shaped structure know as a syconium or more commonly known as my skin. Often known as the nectar of the Gods I was a staple of ancient Mediterranean civilizations. I was originally cultivated in Egypt around 4000 BC. In 1776 the Spanish Franciscan Missionaries who settled in Southern California introduced me to America. I have over 600 relatives and we are often used as a symbol of peace or prosperity. We are the sweetest of the sweet as we have the highest sugar content of any non-fermented fruit. We cross every racial barrier, as our skin can be any shade of brown, black, green, purple, or red. I have a soft juicy texture and a sweet nut-like flavor. Best consumer fresh I am also found in cookies, pudding, canned, concentrated, or pureed. For the fancy folk I can often be seem hamming it up. I am a good source of iron, calcium, and phosphorus.

Last Quiz Answer: SORREL



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