

TESTA PRODUCE Market Report

Outlook for the Week of

**February 3,
2014**



Market Report

Strawberries are lower with light supplies and demand. There is a wide range in quality available in the market. Raspberries are steady with good demand. Blues are steady with light demand for conventional product. Organic product is available with light supplies, moderate demand, and higher markets. Blackberries are steady with very light demand and wide ranges in price and quality.

Lemons are steady with light supplies and fairly good demand. Oranges are steady and supplies are light. Grapefruit is steady with fairly good demand; quality is inconsistent. Limes are steady; supplies are heavy and demand is light. Clementines are steady with fairly light demand.

Honeydew Melons have very light supplies and the market is slightly higher. Watermelon has very light supplies and a wide range in quality and condition;

the market is slightly higher. Cantaloupe demand exceeds supplies and the markets are steady to slightly higher.

Apples are steady with good demand. Pears are steady with good demand. Avocados have moderate to light demand and markets are slightly higher. Grapes have moderate demand and are about steady. Nectarines are steady with fairly light demand. Peaches are steady with light demand. Plums are steady and demand is moderate. Kiwi is steady with moderate demand. Papaya is steady with very good demand; there is a wide range of quality and condition in the market. Pineapple is slightly lower with moderate demand and light supplies. Mangoes are steady with light supplies and good demand.

Greens are steady with moderate demand and a wide range in price. Cabbage is steady with light demand and light supplies. Some harvests have curtailed due to rain. Beans have light supplies and moderate demand; markets are pretty

Market Report, Cont'd...

steady. Corn supplies are light and the market is lower. Demand is good and at a lower price.

Eggplant is slightly higher with light supplies and medium demand. There is a wide range in quality and condition in the market. Bell Peppers are steady with light supplies and good demand. Squash is steady with light supplies. Demand for Zucchini is light but Yellow SN is moderate. Quality and condition vary.

Tomatoes are steady with moderate demand. Cherry Tomatoes are steady with light supplies and very good demand. Grape Tomatoes have good demand and are steady. Roma Tomatoes are lower with moderate demand. Most Tomato harvests have curtailed due to weather conditions in growing regions.

Celery is steady with moderate demand; supplies are light. The market for Hearts is slightly higher. Beans are steady and demand is moderate with light supplies. Cucs are lower with moderate demand. Asparagus is steady with moderate demand. Broccoli has light demand. The market for bunched product is lower and Crown Cuts are steady. Brussel Sprouts are steady with light demand and a wide range in quality and price. Cauliflower is steady to slightly lower with moderate demand; quality varies. Carrots are steady with moderate demand and fairly heavy

supplies. Beets are steady with fairly light demand.

Green and Red Leaf Lettuce is steady with fairly light demand. Romaine is lower with light demand. Iceberg Lettuce is steady with light demand. Lettuce out of California has some curtailing of harvests because of recent weather. Spinach is steady with light demand. Potatoes are steady with moderate demand. Onions are steady with moderate demand as well.

Produce Quiz

I am the fruit of a tree belonging to the Laurel Family. I have three major family types, small thin skinned, large bumpy skinned, and large leathery skinned. My skin color ranges from light green to purplish black. My flesh is a pale yellow-green with a smooth, rich flavor. I got my name from the Aztec name for testicle because my shape is similar. I will ripen after harvesting and you can speed up the process by putting me in a paper bag or in warmer temperatures. When cut open, I will discolor rapidly, so use me fast or give me acid so I can retain my color. There is a silly myth that says if you bury my one large pit in the dish you use me in, I will not turn color. I am here to tell you that this is just not true, trust me, we've tried it and we're never quite the same. I contain 17 vitamins and minerals. A cup of me pureed contains 1,378 milligrams of potassium and small amounts of sodium. That very same cup of me also contains 324 calories, of which 88% are calories from fat, though most of it is monounsaturated. I am used in salads, sauces, dips, and on special and rare occasions you can find me as a major component in the sauce for agave worms. You will see me everywhere this Sunday.

Last Quiz Answer: Watermelon



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