

TESTA PRODUCE Market Report

Outlook for the Week of
March 17, 2014



Market Report

Happy St. Patrick's Day everyone! Hope you're all stocked up on corned beef, cabbage, carrots, and red parsley potatoes for those holiday-themed menus today. Cabbage supplies are fairly light with good demand; the markets are steady, with Green being slightly lower. Parsley is steady with moderate demand. Carrots have light demand and are about steady; jumbo sizes are lower. The market for Red Potatoes is steady with light demand.

Strawberries are steady to slightly higher with fairly light to moderate demand. Raspberries are steady with good demand. Blueberries are steady with light supplies and moderate demand. Blackberries are steady to slightly lower with good demand. Most Berries vary in quality and price. Lemons are steady with good demand. Organic product has light supplies. Grapefruit is steady with moderate demand and a wide range in quality. Limes have very light supplies and are in a demand exceeds situation. The market for 250's is slightly lower, while others are steady. The prices for

Limes are still very high. Oranges are steady with fairly good demand. Clementines are steady with moderate demand.

Honeydew Melons are steady and demand is moderate. Watermelon is steady, to slightly lower, with moderate demand and a wide range in quality. Cantaloupes have very light supplies and demand exceeds. Apples are steady with good demand. Supplies of Gala and Fuji are fairly light but others are good. Pears are steady with fairly good demand. Grapes are steady with moderate demand. Nectarines, Peaches, and Plums are steady with moderate demand. Mangoes have light supplies and light demand; markets are steady. Papaya is higher and demand is good. Pineapples are slightly higher and demand is moderate.

Avocados are steady with fairly good demand. Beans are steady with moderate demand and a wide range in quality and condition. Green Peas are lower and demand is moderate. Sweet Corn is steady, supplies are light and demand is good. Cucumbers have light supplies and moderate demand;

Market Report, Cont'd...

there is a wide range in quality and condition in the market. Eggplant is lower with moderate demand. Bell Peppers have good demand. The market for Green Peppers is higher, Orange is lower, and others are steady. Supplies of Orange and Green Peppers are lighter while Reds are heavier.

Squash is steady with good demand. Supplies of Yellow Straightneck are lighter. There is a wide range in quality and condition. Boston and Red and Green Leaf Lettuce are steady; both supplies and demand are light. Romaine is lower with moderate demand; supplies of Hearts are on the heavier side. Iceberg Lettuce is lower with fairly light supplies and demand. Spinach is steady with fairly good demand.

Beets are steady and demand is moderate, with a wide range in quality. Brussel Sprouts have very light supplies and demand exceeds; the market is higher. Artichokes are lower and demand is light. Green Onions have moderate demand. The market for Leeks are lower and the market for large product is slightly higher. Russet Norkotah Potatoes are steady with moderate demand. Idaho Russet Burbanks are steady with good demand. Onions are steady with very good demand.

Asparagus is steady with light demand. Broccoli has good demand and light supplies. The market for bunched is slightly higher and Crowns are steady. Cauliflower has fairly light demand and light supplies. The market for 12's is slightly lower, but others are steady. Celery is steady with

fairly light demand.

Tomatoes have moderate demand overall. The market for 6x7 is slightly lower and most other sizes are steady. Cherry Tomatoes are steady with moderate demand. Both Plum and Grape Tomatoes are steady with good demand as well. There is a wide range in quality and condition for most Tomatoes right now. This week we have a sale on Del Cabo Organic Mix Medley Tomatoes- \$15/ flat. This is a limited time only. Once inventories are gone, so is this deal! Call early so you make sure you don't miss out!

Produce Quiz

Discovered by a peasants dig, I first gained fame in 1850 when I helped save Brussels from famine. My common name comes from a relative's Latin surname and we both share a Latin first name. Members of the Composite family, our names have been interchanged through the years, but only I have a Flemish name and have been called white gold. My life is harsh and it is my forced and complex cultivated form that is a delicacy. First they cut off my head, hide me in the dark for months, and wait for my second growth, then cut me again when I look pretty enough. Can you imagine? Usually they slice my bottom when I am a slender blonde who is 4-8 inches long and 2 inches in diameter. Enjoy my mild bitter sweet taste fresh in salads or stuffed. Braised or gratinéed, I am excellent just with butter or in recipes with cured meats. When crossed with Radicchio, I'm red-tipped and milder, but will lose my flavor if cooked. My roots are a substitute for coffee, but commonly go by that other name. I stimulate the appetite, cleanse the intestines, aid digestion, and contain folic acid, potassium, and vitamin C. During the 1988 Iowa caucus, presidential hopeful Michael Dukakis was derided for suggesting me as an alternative crop for American farmers.

Last Quiz Answer: Romaine



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