

TESTA PRODUCE Market Report

Outlook for the Week of
March 24, 2014



Market Report

Blackberries are steady with moderate demand. Most berries vary in quality and price currently. Blueberries are steady with moderate demand and light supplies. Strawberries are steady with light demand and light supplies. Raspberries are steady with good demand. Clementines are steady with fairly light demand. Lemons are steady with good demand. Supplies for Organics are light. Grapefruit is steady with moderate demand and wide range in quality. Limes have light supplies and demand currently exceeds availability for 110-200's. Don't forget, pricing is still outrageous so if you can substitute with another product, we recommend that. If you need help finding appropriate substitutes, please contact your Testa sales rep and they can help you out! Oranges are steady with good demand. We still have some organic citrus from Deer Creek in stock so make sure you get your order in for that before its all gone for the season.

Cantaloupes are steady with moderate demand and light supplies. Honeydew has slightly higher markets and moderate demand. Watermelon is steady with moderate demand. Apples are steady with fairly good demand. Pears are steady with good demand. Papaya is steady with moderate demand. Mangoes are steady with good demand; there is a wide range in quality and condition available however. Pineapples have moderate demand and markets are steady.

Avocados are steady with moderate demand. Grapes are steady with moderate demand. Nectarines are steady with moderate demand. Peaches are steady with moderate demand. Kiwi is steady with moderate demand.

Beans are slightly lower with moderate to light demand. Cabbage is steady with moderate demand and fairly light supplies. Corn is steady with good demand. Cucumbers are steady with good demand. Eggplant is steady with moderate demand.

Market Report, Cont'd...

Bell Peppers are higher for Greens and Reds, lower for Yellow, and steady for the others. Supplies of Greens are light, but demand is good. Red supplies are heavy, but demand is light. Squash is steady with light supplies and good demand. Supplies of Yellow Straightneck are fairly light.

Tomatoes are steady with good demand; supplies are light. Cherry Tomatoes are higher with good demand. Grape Tomatoes have very good demand and the markets are higher; Organic product is steady. Plum Tomatoes are steady to slightly higher, with good demand. There is a wide range in quality and condition for some Tomatoes.

Celery is steady with moderate demand. Carrots have moderate demand and steady markets; Jumbos are slightly higher. Asparagus is steady with moderate demand. Spinach is higher with good demand. Beets are steady with moderate demand and a wide range in price. Brussel Sprouts are steady with very light supplies and good demand. Broccoli is steady with fairly good demand. Overall they are available at slightly lower prices, but prices vary; there is a wide range in quality. Cauliflower is steady with fairly light demand.

Iceberg Lettuce is lightly lower and demand is light; supplies are on the heavier side. Green and Red Leaf Lettuce is both

steady with light demand. Romaine has moderate demand and markets for Hearts are slightly lower. Radishes are steady with fairly good demand. Artichokes are steady, but the market for 12's is lower. Supplies are heavy and demand is light. Green Onions have moderate demand and the market is slightly lower. Yellow Onions are steady with fairly light demand and light supplies. Potatoes are steady with light demand.

Produce Quiz

I am a part of the ascomycete family, but many think I am a basidiomycete. I am more closely related to jelly fungi and coral fungi than you may think. Confusing as this may seem, I am still the most popular, and some say the "aristocrat" of the bunch. Be extremely careful not to confuse me with look-a-likes because some are poisonous, and some falsely take on my image. I grow in the wild, but can be found in most specialty food stores. I am both an import from Europe and domestically grown in the United States. Like many of my "so-thought" relatives, I only grow in unique climatic conditions, but those conditions can occur anytime between April and August. I can be found peeking from just melted snow. Climate and environment can determine whether I am black, blond, or white. Traditionally I could only be found in the wild, but recently you humans have managed to cultivate me in factories; you have replicated my shape and size but you'll never duplicate my unique nutty, earthy flavor. My stems can be quite tough, and I taste best when I have a short stem. I am hollow inside, and have a honeycomb design on my, in most cases, club-shaped top. My culinary uses are diverse; from the common stuffer to the most exquisite of cuisine, I am certain to tantalize your tongue. If you're a die-hard nutritionist, then don't bother eating me; I have very little nutritional content. Maybe a trace of vitamin C, and a little bit of iron, a smidgen of calcium and tad of fiber. I am about flavor and the Rites of Spring.

Last Quiz Answer: Endive



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