

# TESTA PRODUCE Market Report

Outlook for the Week of  
**March 3, 2014**



## Market Report

Strawberries are steady with fairly light demand. Raspberries are steady with good demand. Blueberries and Blackberries are both steady with moderate demand as well. Berries have a wide range in quality overall. Lemons are steady and demand is good. Supplies of both conventional and organic are light. Grapefruit is steady with moderate demand and a wide range in quality. Limes have very light supplies and are in a 'demand exceeds' situation. There is a wide range in price. Oranges are steady and demand is good. Clementines are steady with moderate demand. Honeydew Melons are steady with moderate demand. Watermelons are lower with light demand and light supplies; quality varies. Cantaloupe is steady and demand is moderate.

Apples and Pears are both steady with good demand. Avocados are slightly

higher and demand is good, with light supplies. Grapes are steady with moderate demand. Nectarines, Peaches, and Plums are steady with moderate demand. Mangoes are steady and demand is light; supplies are relatively light. There is a wide range in quality and appearance. Papaya is steady with moderate demand, but with a wide range of quality and condition. Pineapples are steady with moderate demand. Kiwi is steady with moderate demand.

The demand for Greens is good overall. Supplies of Mustard, Turnip Tops, and Kale are light. Demand for Kale is good and others are moderate. Red Cabbage is steady, but Green is a little higher. Overall demand is moderate, and supplies are fairly light. Beans are about steady with fairly light demand. There is a wide range in quality and condition. Corn is steady and supplies are fairly light with moderate demand. Eggplant is steady and demand is fairly light.

## Market Report, Cont'd...

Quality and condition vary.

The market for Green Peppers is slightly lower but others are steady; demand is moderate. Squash is steady and demand is moderate. The market for Zucchini is lower. Celery is steady and demand is moderate. Asparagus is steady and demand is very light. Broccoli is steady and demand is good with a wide range in quality. Brussels Sprouts are steady with moderate demand and light supplies. Parsley is steady with fairly light demand.

Tomatoes are steady, but some sizes are slightly higher. Demand for 5x6 is good, 6x6 has moderate demand, and 6x7 demand is fairly light. Cherry Tomatoes have fairly light demand and steady markets. Grape Tomatoes are steady and demand is light. Plum Tomatoes are steady and demand is moderate. Supplies are fairly heavy. Most Tomatoes have a wide range in quality and condition in the markets currently.

Cauliflower is higher with fairly good demand. Carrots are steady with moderate demand. Cucumbers are steady, with the small sizes higher. Demand is light to moderate and supplies are relatively light. Spinach is steady with fairly good demand and a wide range in price. Iceberg Lettuce is steady with

moderate demand. Romaine Lettuce is steady. Demand is good on 24's and fairly light on Hearts. Boston and Green and Red Leaf Lettuce are slightly higher with moderate demand.

Beets are steady with moderate demand. Artichokes are steady with good demand and a wide range in price and quality. Green Onions are steady and supplies are relatively light; demand is moderate. Potatoes are steady with fairly light demand. Onions are steady with light to moderate demand.

## 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: FIG!**



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