

# TESTA PRODUCE Market Report

Outlook for the Week of  
**March 31, 2014**



Offers a Variety of Premium Coffee Blends



## Market Report

We're cruising along this year. April is here and before we know it, we'll be in the heart of summer and our local season. While we are able to source you with local product 365 days a year, the Midwest local season kicks into full gear starting in May. Make sure you keep an eye out; we will be promoting all our local options as they become available.

Also, who likes sales? Who has Facebook or Twitter? If you can answer, "I do", to either of those questions, I've got some fun news for you. Testa loves to keep you informed and we have Facebook and Twitter pages to help us do that. Follow us on Facebook and/or Twitter for all Testa updates. We also post SALE items periodically so follow us to make sure you don't miss out! Now for your market updates:

Strawberries are steady with fairly light demand. Raspberries are steady with good demand. Blueberries have light supplies and steady markets. Demand is good but quality and price vary. Blackberries are steady with good demand. Overall, Berries have a wide range in quality.

Grapefruit is steady with moderate demand and a wide range in quality. Limes are still higher priced. Supplies are light and the market is unsettled. Lemons have good demand and overall steady markets; 165's are slightly higher. Supplies of Organic product are light. Oranges are steady with fairly good demand. Clementines are steady and demand is fairly light. Honeydews are lower with light demand. Watermelon is steady with light demand and a wide range in quality; supplies are fairly light. Cantaloupe is steady with moderate demand and light supplies.

Apples are steady with good demand. Supplies of Gala and Fuji are fairly light. Pears are steady with moderate demand. Grapes are steady with moderate demand. Nectarines, Plums, and Peaches are all steady with moderate demand.

Kiwi is steady with moderate demand. Mangoes are steady with fairly light supplies and demand. There is a wide range in quality and condition. Pineapples are steady with moderate demand. Papaya is higher with good demand. Avocados are higher with moderate demand.

## Market Report, Cont'd...

Cabbage is steady with moderate to light demand and light supplies. Beans are steady with light demand. Corn is lower with light supplies. Demand is good at lower prices. Cucumbers are steady with moderate demand. Larger sizes do have slightly lower markets, and there is a wide range in quality and condition. Eggplant is steady with lighter demand and a wide range in quality and condition. Bell Peppers are slightly lower for Green, but steady for others; demand is moderate. Squash is steady with good demand and light supplies.

Tomatoes are steady with very good demand and lighter supplies. Cherry Tomatoes are steady with good demand. Grape Tomatoes are slightly lower and demand is good at lower prices. Plum Tomatoes are steady with good demand. Demand for On The Vine product is moderate. There is a wide variety in quality and condition for most Tomatoes, depending on growing region.

Celery is steady with moderate demand. Asparagus has moderate demand. The market for 28# product is higher; others are steady. Peas are steady with fairly light demand. Parsley is steady with good demand, for both plain and curly. Spinach is higher with good demand. Iceberg Lettuce is steady to slightly lower with good demand. The markets for Boston, Red and Green Leaf Lettuce are all higher with good demand. Romaine is higher for 24's and steady for Hearts; demand is good. Supplies of 24's are light.

Carrots are steady with moderate demand. Beets are lower and demand is moderate; there is a wide range of price in the market. Broccoli is lower with light demand and a

wide range in quality and price. Brussel Sprouts have good demand and light supplies. Cauliflower has moderate demand. Supplies of 9's are light. The markets are higher to steady, depending on size. Potatoes are steady with fairly light demand. Onion demand is moderate to light. The market for Yellows is higher and others are steady.

## 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**



Follow us on:

Facebook: Testa Produce, Inc.



Twitter: @testaproducecinc

**Do you have a Smart Phone? Download the free QR Code Reader App and link directly to our Facebook! TRY IT!**

