

TESTA PRODUCE Market Report

Outlook for the Week of
April 14, 2014



Providing Local Turkey Breasts in a variety of pack sizes.



Market Report

This week kicks off Passover and Easter brunch preparations. Make sure that you have everything you need to create a perfect menu for your celebrating guests. Look for our brunch ideas flyer coming out this week to double check and be sure you've got everything you need.

Strawberries are steady with very good demand and a wide range in quality. Raspberries are steady with good demand. Blueberries are steady with very good demand; cool weather in some growing areas is slowing maturity of the berries. Blackberries are lower with light demand. Grapefruit is steady with fairly good demand and a wide range in quality. Lime supplies are light and demand exceeds. The market is still quite unsettled and pricing is all over the board. Lemon markets are steady and demand is good. Supplies of Organic are light and there is a wide range of prices available as well. Oranges are steady with good demand.

Watermelon is steady with good demand. Supplies of both Seeded and Seedless melons are lighter. Honeydew is steady with light demand. Cantaloupe is steady with fairly light demand and light supplies. Apples are steady with good demand. Supplies of Gala, Fuji, and Empire are fairly light. Pear markets are slightly higher to steady with moderate demand.

Grapes are steady with fairly good demand. Plums are steady with moderate demand. Kiwi is steady with moderate demand. Avocados are steady with moderate demand. Mangoes are higher with good demand and lighter supplies. Papaya is steady with good demand and fairly light supplies. Pineapples are steady with heavy supplies.

Beans coming out of have lower markets; demand is good at lower prices. Sweet Corn is steady with moderate demand. Cucumbers are steady with moderate demand; there is a wide range in quality and condition as well. Eggplant is steady with

Market Report, Cont'd...

good demand and a wide range in quality and condition. Bell Peppers have moderate demand; Green Pepper markets are lower and Red Peppers are higher. Squash is steady with fairly good demand. The market for Yellow Squash is slightly lower.

Tomatoes are slightly lower overall; demand is fairly light. Cherry Tomatoes are steady with fairly light demand. Grape Tomatoes have fairly light demand and steady markets. Plum Tomatoes are steady with light demand as well. Quality and condition do vary depending on growing region.

Cabbage is steady with fairly light demand and supplies. The market for Green Cabbage is slightly higher. Celery is steady with fairly light demand. Carrots are steady with moderate demand. Asparagus is steady with moderate demand. Spinach is slightly lower at slightly lower prices and good demand. Iceberg Lettuce has light supplies and good demand; markets are steady. Romaine has very light supplies and good demand; markets are lower. The market for Green Leaf lettuce is slightly lower and demand is moderate.

Beets are lower with fairly light demand and a wide range in quality and price. Brussel Sprouts are higher and demand slightly exceeds supplies. Broccoli is slightly higher and has fairly good demand; there is a wide range in price.

Cauliflower is higher with very good demand; supplies are light. Artichokes are slightly higher with good demand. Green Onions are steady with fairly good demand. Norkotah Potatoes are steady with moderate demand. Demand for Round Reds is good, Yellow demand is moderate and Round White demand is fairly light. Overall, markets for Rounds are steady. Idaho Potatoes are steady with very good demand. The market for Red Onions is steady, and lower for Yellows. Demand is light overall.

Produce Quiz

Don't call me daughter, although I am a delectable member of the Purslane family (Portulacaceae). I am a small but loveable breed, and I am often found in the underbrush, but usually mistaken for a weed. My white notched wildflower blossom is in the center of what appears to be a single cupped round leaf, but is actually two leaves fused together. My single shoot grows no more than twelve inches tall, but my stems spread out from my base to form groundcover. As an early spring plant I am succulent and have long and narrow leaves. I have been spotted in shades of purple and brown, but I am primarily green. During the California Gold Rush my leaves were anticipated with great joy because they were quickly consumed to help people fight off scurvy. While I thrive in the early warm weather of spring, the summer heat will dehydrate me quickly, thus making my life a brief one. Whether you enjoy me under my American, Indian or Spanish name, my showcase leaves make me a wonderful addition to any salad. As a green I am a uniquely intense source of vitamin C.

Last Quiz Answer: Almond



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