

TESTA PRODUCE

Market Report

Outlook for the Week of
April 7, 2014



Providing
Local Meats
including
Ham,
Sausage,
and Bacon



Market Report

Spring is finally starting to show its face. And with the start of spring, there are Passover and Easter meals to prepare for. Make sure you are stocked up. Keep an eye out for us to send out a few ideas to add to your brunch menu.

Strawberries are steady with good demand. Raspberries are steady with good demand. Blueberries are steady with very good demand. Blackberries are steady with great demand. Most berry varieties have a wide range in quality and price. Grapefruit is steady with moderate demand and a wide range in quality. Limes have an unsettled market with very light supplies. Demand exceeds supplies and prices are still high. Lemons are steady with good demand. Supplies of Organic product are light. Oranges are steady with good demand. Clementines are steady with fairly light demand.

Honeydew Melons have moderate demand. The market for 8's is lower, but

other sizes are steady. Supplies of 6's are light. Watermelon has light demand and markets are lower. Cantaloupe has steady markets and moderate demand; supplies are light. Apples are steady with good demand. McIntosh markets are slightly higher. Supplies of Gala, Fuji, and Empire are all fairly light. Pears are steady with fairly good demand.

Avocados have moderate demand. Markets are slightly higher. Grapes are steady with fairly good demand. Nectarines are steady with moderate demand. Peaches are steady with moderate demand. Plums are steady with moderate demand. Kiwi is steady with moderate demand. Mangoes have fairly light supplies and demand; markets are steady with a wide range in quality and price. Papaya is steady with good demand and a wide range in quality and condition; supplies are light. Pineapples are steady with fairly good demand and good supplies.

Asparagus is higher with moderate de-

Market Report, Cont'd...

mand. Beans are steady with good demand. Sweet Corn is steady with moderate demand. Cucumbers have moderate demand and markets are lower. Eggplant has moderate demand and markets are slightly higher. Supplies are somewhat heavy with a wide range in quality and condition. Bell Peppers have moderate demand. Markets are higher for Reds and lower for Greens. Zucchini markets are lower with light demand. Yellow Straightneck is slightly lower with good demand.

Tomatoes have fairly light demand and steady markets. Cherry Tomatoes have light demand and markets are lower. Grape Tomatoes are lower with fairly light demand. Plum Tomatoes are steady with fairly light demand.

Cabbage is steady with moderate to light demand; supplies are light. Celery is steady with fairly light demand. Greens are steady with moderate demand. Peas are steady with light demand. Spinach is higher with good demand. Iceberg Lettuce is higher with light supplies and good demand. Boston Lettuce is higher with good demand and light supplies. Romaine is higher with light supplies and good demand. The market for Red Leaf is higher, Green Leaf is steady.

Carrots are steady with moderate to light demand. Beets are steady with fairly good demand. Brussel Sprouts are higher with light supplies and very good de-

mand. Broccoli is steady with moderate demand. Cauliflower is steady with moderate demand. Artichokes are steady with heavy supplies and fairly light demand. Green Onions are steady with good demand. Potatoes are steady with moderate to light demand. Demand for Round Reds is good. Onions have light demand and very light supplies out of New York. Overall demand is light, with demand for Jumbo Reds is more moderate. Markets are lower.

Produce Quiz

There is evidence that the Assyrians and ancient Persians ate me, but the Greeks were probably the first to cultivate me. The Romans even referred to me as the “Greek Nut”. I do know that I originated in parts of Western Asian, and from there spread to the Mediterranean. Now I also grow in California, Australia and South America. I require warm weather to grow, and take up to five years to reach my fruit baring age. People who cultivate me now often use honey bees because I am genetically self-incompatible and need the assistance of bees for my pollination. The Hebrews used me as a symbol for haste because I blossom suddenly, but the Greeks and Spaniards used me as a symbol for good luck. Medieval Europeans used me instead of cow's milk in order to avoid the rules of fasting days. Pliny, Plutarch and the Englishman, Gerard, thought that I was a reliable cure for drunkenness. My culinary value is unmatched. I can be used in anything from salads or chicken dishes, to Danishes and syrups. I can be fuzzy, green, and liquid, or I can be fuzzy green and solid, or I can be brownish and solid. Some of my varieties are considered toxic because I contain prussic acid when raw, and so my bitter form is banned from sale in the United States, but my sweet side provides a nutritional powerhouse because I am packed full of calcium, fiber, folic acid, potassium and Vitamin E.

Last Quiz Answer: Lemon Cucumber



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