

TESTA PRODUCE Market Report

Outlook for the Week of
May 20, 2014



Market Report

Next Monday is Memorial Day, and this holiday is usually the unofficial kick off to the summer season. This means its time to refresh the menu and get those outdoor patios ready to rock and roll. This is the time of year that people love to go out for fresh menu options and dine outside so make sure you're ready! Local produce season is also starting soon. As usual, we've started with Asparagus from Todd Greiner and we're only going to add more. If you haven't done so already, check out our partnership with Farm-Logix to see if there is a fit in that program for you. Through FarmLogix, you are able to shop by local farm or product. You can place your order online and your product will be delivered directly to you on a Testa truck. Make sure you contact your sales rep to learn more about Farm-Logix and stay up to date on everything Testa can do to satisfy your local needs for the summer season.

Raspberries are steady with good demand. Strawberries are steady with good demand. Blueberries are steady with light supplies and light demand; there is a wide range in price and quality. Blackberries are steady to slightly lower, with light demand. Overall, Berries have a wide range in quality. Lemons are slightly higher with good demand; there is a wide range in price. Organic supplies are light. Oranges are steady with fairly good demand. Limes are slightly lower with light demand and very light supplies. Clementines are steady with moderate demand.

Watermelon is steady to slightly higher, with good demand and light supplies. Demand for miniature sizes is moderate. Cantaloupes are steady with slightly higher markets and fairly light demand. Honeydew Melons are lower at lower prices; supplies are light. Apples are steady and demand is good. Supplies of Fuji, Jonagold, Gala, and Jonathan are

Market Report, Cont'd...

light with moderate demand. Pears are steady with fairly good demand.

Avocados are slightly higher with fairly good demand. Nectarines and Peaches are available and with good demand. Grapes are slightly lower at slightly lower prices; demand is moderate. Apricots are steady with good demand and a wide range in quality. Cherries are higher with light supplies. Manoges are higher with moderate demand. Pineapples are steady with moderate demand. Rhubarb is higher with moderate demand and light supplies.

Asparagus is slightly lower and demand is moderate; supplies are light. Beans are steady with moderate demand. Corn is steady to slightly higher, with moderate demand. Cucumbers are steady with light supplies. Eggplant is steady with good demand. Bell Peppers are higher with very good demand. Red Cabbage is steady with light supplies. Green Cabbage is slightly higher. Carrots are lower with moderate demand. Squash is slightly lighter and demand is very good.

Tomatoes are higher with good demand. Cherry Tomatoes are steady with fairly light demand. Grape Tomatoes are slightly higher with moderate demand. Roma Tomatoes are higher with moderate demand. Sweet Potatoes are steady with moderate demand. Green Onions

are steady with light supplies. Broccoli is lower with moderate demand and light supplies. Brussel Sprouts are lower with light demand. Cauliflower is lower with moderate demand and light supplies. Celery is higher with moderate demand. Iceberg Lettuce is higher with light supplies and very good demand. Green Leaf markets are higher and demand is very good. Romaine Lettuce is slightly higher and supplies are light. Potatoes are steady with good demand.

Produce Quiz

Pliny said I could prevent fatigue, but he didn't know my prices and shelf life! Pilgrims in the Middle Ages put me in their shoes before long journeys on foot. Named after the French word for "little dragon" I can be strangled by my roots if not regularly divided. Due to my serpentine root system I am a good treatment for snakebites. I am also considered to enhance the growth of most vegetables when planted among them. I will sweeten your breath and numb your tongue if chewed. I prefer France in the spring and Russia in the winter. I am a card carrying member of the Provence group and that will never change. Often associated with vinegar or fish, I am also good with mustard, chicken, fresh salads, lamb, potatoes, artichokes, cheeses, eggs and sour cream. As a pharma-food I am known to stimulate appetite, relieve flatulence, and help ease toothaches. I am able to protect foods as an antioxidant. As a useful antifungal I am also an ingredient in perfumes, soaps and cosmetics.

Last Quiz Answer: Babaco



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