

# TESTA PRODUCE Market Report

Outlook for the Week of  
**June 24, 2014**



## Market Report

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

Watermelon is steady with light supplies and light demand. Cantaloupe is lower with fairly light demand. Honeydew is steady with very good demand and heavy supplies. There are some areas where product has a wide range in quality and condition. Apples are steady with good

demand and light supplies. Cherries have good demand at lower prices. The market for Cherries is lower. Pears are steady with fairly good demand.

Avocados are steady to slightly higher, with fairly light demand. Nectarines, Peaches, Plums, and Apricots are all steady with good demand. Grapes are lower with moderate demand. Kiwi is steady with moderate demand. Mangoes are steady with light demand and a wide range in quality and condition. Papaya is steady with moderate demand. Pineapples are slightly lower with light supplies and light demand.

Tomatoes are steady overall with moderate demand. The market for 5x6 is higher. Overall, Tomatoes have a wide range in quality. Grape Tomatoes are lower with fairly light demand. Plum Tomatoes are steady with moderate demand; supplies are heavy. Okra is steady with light supplies and good demand. Beans are lower

## Market Report, Cont'd...

with moderate demand and very light supplies. Cabbage is steady with moderate demand; the market for Red is higher and supplies are light.

Cucumbers are steady with fairly good demand and light supplies. Squash is slightly lower and demand is moderate. Supplies of Yellow Straightneck and Crookneck are light. Carrots are steady with moderate demand; supplies of Jumbos are very light. Sweet Corn is slightly lower with moderate demand; supplies of yellow and bi-color are light. Eggplant is steady with moderate demand. Bell Peppers are steady with moderate demand; Jumbos and Extra Large sizes are lower. Asparagus has light demand. We still have local Gras from Michigan in stock so make sure you get it on your menu before its gone.

Green Onions are higher with good demand. Broccoli is higher with light supplies and light demand; there is a wide range in quality in the market. Celery has light supplies. The market for Hearts is steady, but others are lower. Radishes are steady with moderate demand and a wide range in quality and price. Cauliflower is slightly higher with fairly light supplies and good demand. Iceberg Lettuce is higher with light supplies and good demand. Demand for Green Leaf is moderate and others are light. The market for Boston is slightly lower. Overall, Let-

tuce has a wide range in price and quality. Romaine is slightly higher with very good demand. Beets are higher with fairly good demand and wide range in price. Brussel Sprouts are higher, with good demand and very light supplies. Green Peas are slightly lower with very light supplies and moderate demand. Artichokes are steady with good demand and a wide range in price and quality. Potatoes are steady with fairly light demand; supplies are light. Onions are steady with moderate demand.

## Produce Quiz

(PART ONE OF FOUR)

They all come under my family name. We all started with heads but as we grew and diversified several siblings lost them. Today my progeny are everywhere. I fear they have lost their heritage, because they have forgotten their family name. They have formed species, subspecies, and endless cultivars. They no longer know their roots. From seeds to oils, from leaves to stalks, some have even learned to thrive underground. How could I know what a colorful web they would weave; ornamental, oriental, red, white, green, purple, and golden yellow and micro? How do I begin to explain this convoluted heritage? I suppose it's best to start at the beginning. The first time I was recorded in the history books was in the year 1150, in Germany. New generations developed throughout Northern Europe in the 1400's. Italians developed new descendants in 1490, and Canton China followed suite in 1517. Crete displayed yet another family miracle in 1724, and in 1750 Belgium was recognized as the next breeding ground. Finally in 1775 some obscure but fine cousins from Sweden appeared. The list goes on from there. Avoided by the Jews, Egyptians, and much of the Middle East, I definitely conquered all of Europe, much of the Orient and made many inroads to India. But when would I get to the New World?

CONTINUED NEXT WEEK

**Last Quiz Answer: Peas**



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