

TESTA PRODUCE Market Report

Outlook for the Week of
July 7, 2014



Olive Oil and Vinegar Selections



Market Report

Welcome back after a long holiday weekend. I hope you all had a safe and enjoyable weekend. Time to get back to the grind, and caught up on the markets.

Raspberries and Blackberries are both steady with good demand and a wide range in quality available. Strawberries are steady with good to moderate demand. Blueberries out of Oregon and Washington are lower with good demand at lower prices. Other areas have steady markets with good demand and fairly light supplies. Lemons are steady with very good demand and fairly light supplies; there is a wide range in prices available in the markets as well. Oranges are steady with moderate demand. Limes are steady with fairly good demand; however you may still see a wide range in price and quality. Clementines are steady with fairly light demand.

Cantaloupe is steady with moderate demand; some product out of California has lower markets and light to moderate demand and supplies. Overall, Watermelon is steady with fairly light demand. California and Georgia Watermelon markets are slightly lower with

light demand. Honeydew is steady with light supplies and moderate demand; there is a wide range in quality and condition.

Apples are steady with good demand and light supplies. Cherries, Plums, and Pears are steady with good demand. Avocados are steady with moderate to light demand. Nectarines are steady with moderate demand. Overall Peaches are steady, with sizes 2 3/4 inches and larger at lower markets. Kiwi is steady with moderate demand. Grapes are steady and supplies are light. Mangoes are steady with fairly good demand and light supplies; there is a wide range in quality and condition. Papaya is steady with moderate demand; quality and condition varies as well. Pineapples are steady with moderate demand.

Cabbage is steady with fairly light demand and a wide range in price. Greens are steady with fairly light demand. Spinach is steady with fairly light demand and a wide range in quality and price. Parsley has light demand. The market for Curly type is slightly lower, but plain product is steady. Iceberg lettuce is steady to slightly lower; demand is moderate. The markets for Red and Green Leaf and Boston Lettuces are steady. Demand for Boston

Market Report, Cont'd...

Lettuce is light, and others are steady. Romaine has good demand and steady markets; 24's are slightly lower in some areas and overall, supplies are light.

Sweet Potatoes are steady with moderate demand. Overall, Potatoes are steady with moderate to light demand and light supplies. The market for baled product out of Idaho is higher. Green Onions are steady with moderate demand and light supplies; there is a potential for varied quality. Onions have moderate demand and markets are steady to slightly higher.

Cucumbers are steady and demand exceeds supplies. Sweet Corn is steady with moderate demand. Squash is steady with moderate demand and lighter supplies. Beans are steady with moderate demand. Bell Peppers are steady to slightly higher with moderate demand and light supplies. Green Peas are steady with moderate demand and a wide range in quality.

Tomatoes are steady with moderate demand; some larger sizes have lower markets. Plum Tomatoes are steady to slightly higher with good demand and light supplies; there is a wide range in quality and condition. Grape Tomatoes are steady with light demand.

Eggplant is steady, with medium sizes slightly higher. Supplies are very light and demand is moderate. Carrots are steady with moderate demand and a possible wide range in quality. Broccoli is steady, to slightly lower, with fairly light demand and a wide range in quality and price. Cauliflower is steady with moderate demand; the market for 16's is slightly higher. Radishes are steady with

fairly light demand and a wide range in price and quality.

Rhubarb is steady with very light supplies; product is in a demand exceeds situation. Asparagus is higher with very good demand and fairly light supplies. Celery is higher; Hearts are steady. Overall, demand for Celery is moderate. Beets are steady with moderate demand and a wide range in price. Brussel Sprouts are slightly lower and light demand. Artichokes are lower and demand is fairly light.

Produce Quiz

(part three of four)

Not all the press was good. Initially science and research blamed us for excessive wind, and accused us of evoking photodermatitis. Some of my children (Turnip and Mustard) were now suspected of causing contact dermatitis. When it was discovered that all my children had the ability to absorb nickel, nickel sensitive people had to beware. But my cabbage varieties were often (to the patients dismay) used successfully as patches after surgery, and my integrifloia relatives could have their leaves, seeds and oils used as counter irritants. The worst part was the low status our entire family was getting. After generations and generations of feeding man, we were now reduced to common and uninteresting food. We could not tolerate this and we strived to improve our status in the vegetable world. No way could I stand to see tubers and fungus surpass my kind in culinary interest. All my children and relatives were determined to reinvent themselves and to create the excitement that had been generated centuries prior. Maybe, just maybe they would now remember their family name.

CONTINUED NEXT WEEK

Last Quiz Answer: ???



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