

TESTA PRODUCE Market Report

Outlook for the Week of
**August 11,
2014**



BERRIES

Blueberries market ranges from about steady–higher, fairly good–moderate demand.

Raspberries steady market, high demand.

Strawberries market ranges about steady–higher, demand best good, others light at higher prices

Misc. Berries market higher (Central America: lower) with good demand.

CITRUS

Clementines market steady with moderate demand.

Lemons market about steady, supply 75-165's light, 200-235's moderate with good demand.

Limes market for 110-200's higher others lower, demand for 230-250's fairly light others moderate.

Oranges/Tangelos about steady market with moderate demand.

MELONS

Cantaloupes market higher, good demand.

Honeydews about steady market, moderate demand.

Watermelon overall, market is about steady (IN&IL: supply for red flesh seeded 35's are light) demand for red flesh seeded 35's & seedless 60's fairly light, demand ranges regionally from light–moderate.

NON-CITRUS FRUITS

Apples steady market (Chile: about steady) demand fairly good–moderate.

Avocados market about steady–steady (Mexico:

60's lower market, overall demand fairly light (Peru: moderate).

Grapes steady market, moderate demand.

Kiwifruit market about steady, moderate demand.

Mangoes market varies from lower–about steady, light demand. *Wide range in quality and condition.*

Nectarines steady market, moderate demand.

Papaya market about steady–steady market, moderate demand.

Peaches market varies from about steady–steady, supply for 2 ½ inch & up light, moderate (WA: fairly good) demand.

Pears steady market, fairly good demand.

Pineapples about steady market, overall demand moderate but 7s & 8s light.

Plums market is steady, moderate demand.

VEGETABLES

Artichokes about steady market with fairly light demand.

Asparagus overall, the market about steady–steady, standard slightly lower, demand for Jumbo and Large are moderate, others fairly light–light.

Beans market varies about steady–higher, demand fairly good–moderate.

Beets about steady market, fairly good demand.

Broccoli market for bunched is higher, crown cut slightly higher, overall market is about steady, fairly light demand.

Cabbage market is about steady–steady, supply for

Market Report, Cont'd...

large is heavy, overall fairly light demand, red moderate–light, green fairly light–very light.

Carrots market about steady, moderate demand.

Cauliflower about steady–higher market, moderate demand.

Celery market is about steady, demands for hearts very light, others fairly light.

Corn-Sweet about steady market, light supply and moderate demand.

Cucumbers market is about steady–higher, demand exceeds supply for medium, others moderate. Supply for pickles are light.

Eggplant market is about steady, light supply, moderate demand.

Lettuce about steady market, fairly light supply, demand ranges from fairly light–good. **Iceberg** about steady market, fairly good–moderate demand.

Romaine market about steady–steady moderate demand. *Wide range in quality.*

Greens/Spinach about steady market, with fairly light demand.

Peas, Green market for snow is lower, sugar snap about steady, very light supply, moderate demand.

Peppers steady market, moderate demand. **Bell Type** about steady market supply for red and yellow are very light, overall demand moderate.

Radishes market is about steady with fairly good demand.

Squash about steady with moderate demand.

Tomatoes about steady–slightly lower market, supply for 4x4–4x5's fairly heavy, demand ranges from light–moderate. **Plum Type** market ranges from lower–about steady, with demand ranging from fairly light–good. **Grape Type** about steady market with light demand. *Wide range in quality and condition.*

POTATOES AND ONIONS

Potatoes overall, market is about steady, cartons 40-80s slightly higher, fairly light supply and average demand is moderate.

Onions Dry about steady market, with moderate demand.



Produce Quiz

I'm part of a big family, so you may have trouble picking me out from the group. I'm one of the oldest members of the clan, all the way from the ancient Greeks and Romans. I'm proud of my heritage and that I arrived aboard the slave ships with those who know how to treat me the best. My young tender leaves are blue green and prime; the rest of my greens can go to your iguana, but neither of you will want my long stalk. I'm incredibly prolific – lots of greens from very few plants. As I grow, if you are kind, you can harvest my outer leaves and I'll keep growing from the inside out for my entire season. Or if you're one of those commercial farmers, you'll wait till I crown, and then lop off my non-head all at once. You see, I'm a soul man . . . I'm smooth and young and I just need a good bath, then when you heat me up nice and long and slow, I'm succulent. Cozy up with me and let my aroma take you down to the pleasures of the south. Shred my leathery leaves; couple me with some hocks, then serve me up with black-eyed peas. My smooth, thick, tender leaves are hearty enough to replace meat – Brazil's feijoada would not be complete without me. Prepare me with vinegar to get the best flavor. Full of potassium, calcium, iron, zinc, vitamins A and C, I'm a rich guy for the cool season -- you'll find me year round, but I'm mostly seen December to April.

Last Quiz Answer: NECTARINE



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