

# TESTA PRODUCE Market Report

Outlook for the Week of  
**August 18,  
2014**



## BERRIES

**Blueberries** market ranges regionally from about steady—higher, demand varies from fairly good—very good. *Wide range in quality.*

**Raspberries** about steady—steady market, demand best good, others moderate. *Wide range in quality.*

**Strawberries** market steady (organic is higher) demand best very good, others moderate. *Wide range in quality.*

**Misc. Berries** market is about steady—slightly higher, demand best good others moderate. *Wide range in quality.*

## CITRUS

**Clementines** market steady with moderate demand.

**Lemons** market 200s lower, others about steady—steady, supply 95-140s very light, 75-165s light, 200-235s moderate, the demand 200s fairly good at lower prices, others good.

**Limes** have an about steady market, supply 110-175s light & 250s heavy, demand for 250s are light, others moderate. *Wide range in price and quality.*

**Oranges** market varies from about steady—lower with moderate demand

**Tangelos** about steady market with moderate demand

## MELONS

**Cantalopes** market for 9s are higher, others about steady with fairly good demand

**Honeydew** steady market and moderate demand

**Watermelon** about steady market, supply red flesh seeded 35s are light, fairly light—moderate demand

## NON-CITRUS FRUITS

**Apples** steady market (Chile: about steady) with demand ranging from fairly good—good

**Avocados** market varies from about steady—higher, demand is fairly light—moderate

**Nectarines** steady market with fairly light supply and good demand

**Peaches** market from Bartlett 36lb cartons tight fill, 100sz-110sz slightly lower, others are about steady, demand for Bosc Golden exceeds supply, others moderate.

**Prunes** about steady market with moderate demand

**Plums** steady market with moderate demand

**Grapes** have a steady market, and fairly light demand

**Kiwifruit** about steady market, with moderate demand

**Mangoes** market about steady—slightly higher, fairly light supply, demand fairly good—good. *Wide range in quality and condition.*

**Papaya** market is about steady—steady, moderate demand. *Wide range in quality and condition.*

**Pineapple** steady market and moderate demand.

## VEGETABLES

**Rhubarb** slightly higher market, fairly light supply and moderate demand.

**Cabbage** market varies from slightly lower—higher, supply for large is heavy (CA: fairly light) demand ranges from fairly light—moderate

**Celery** market for 2 ½ dozen is lower, others about steady, (MI: lower market), demand on hearts very

## Market Report, Cont'd...

light, others are fairly light—moderate

**Cucumbers** market varies regionally from slightly lower—higher, supply for pickles is light, demand is moderate (MI: fairly light demand)

**Peppers** market is about steady, fairly good demand. Very wide range in quality and sizes. **Bell Type** overall market is about steady, supply very light—light, overall demand is moderate but varies by location.

**Tomatoes** on average, the market is about steady, demand ranges fairly light—moderate **Plum Type** market is about steady—steady with moderate demand **Grape Type** about steady market, moderate demand (Mexico: light demand)

**Beans** overall market is higher, demand varies fairly good—very good

**Eggplant** about steady market light supply, demand fairly good—moderate

**Squash** about steady market, supply on yellow Straightneck light, others very light, demand fairly good—good.

**Asparagus** market for white is steady others higher, light supply with moderate demand.

**Greens** market is about steady—steady, fairly light supply and moderate demand

**Carrots** an about steady market with good demand. *Wide range in quality and condition.*

**Broccoli** market is higher, supply available is very light—fairly light, demand ranges from fairly good—very good. *Wide range in quality.*

**Cauliflower** market is about steady with moderate demand.

**Lettuce** about steady market, fairly light supply, overall moderate demand **Iceberg** market 24s higher, others about steady, supply 24s light, 30s fairly heavy with demand fairly good—moderate

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

## POTATOES AND ONIONS

**Potatoes** market varies lower—steady with demands ranging from fairly light—fairly good at lower process

**Onions** about steady—steady market with demand fairly light—moderate.



## Produce Quiz

*People red believe white I originated yellow in purple southwestern Asia bran some endosperm 10,000 years ago, creamed and cracked I was found in shampoo ancient germ Mesopotamian beer ruins as far starch back as gluten 5000 BCE. I whole belong to cakes the cookies family bread gramineae, hard and soft belong golden to flour the pasta genus berry triticum. Christopher Columbus brought me husk to the protein New World crackers in 1493, and pancakes in the 19th century winter Russian immigrants amber waves brought me to tabbouleh Kansas. Now I spring grow conditioner all over the United States but durum especially in the amber waves Mid-West. I am bulgur high in fiber, protein, cereal B complex and muffin minerals.*

**Last Quiz Answer: COLLARD GREENS**

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