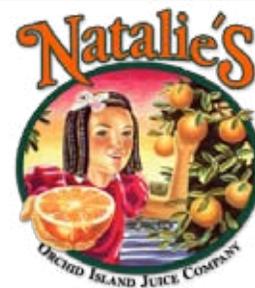


TESTA PRODUCE Market Report

Outlook for the Week of
August 25, 2014



BERRIES

Blueberries market is steady—slightly higher, fairly light supply with good demands exceeding supplies.

Raspberries steady market, demand best good, others moderate.

Strawberries have an about steady market with demand varying from good—very good.

Misc. Berries about steady—steady market and moderate demand

CITRUS

Clementines steady market with moderate demand.

Lemons about steady—steady market, supply 75-165s light, 200s fairly light 235s moderate, good demand

Limes market for 175-200s and 250s lower others about steady, supply 110-175s very light, 230-250s heavy, demand 230-250s light while others are moderate.

Oranges about steady—steady market, moderate demand

Tangelos about steady market with moderate demand.

MELONS

Cantaloupes market for 12s are about steady, others higher, good demand.

Honeydew market about steady with fairly good demand

Watermelon overall, market is about steady—slightly higher, moderate demand. *Wide range in quality.*

NON-CITRUS FRUITS

Apples about steady market, fairly light supply good demand

Avocados about steady—steady market with moderate demand

Grapes market for Red Globe, Thompson and Princess slightly lower, others about steady with fairly light demand

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

Nectarines overall, about steady market, with good demand (NJ: very light demand, lower market)

Papaya market is about steady—steady, moderate demand

Peaches market varies from slightly lower—steady, demand ranges regionally from light—steady

Pears/Prunes market is about steady, moderate demand

Pineapple about steady market, fairly light supply, fairly good demand.

Plums steady market and moderate demand

VEGETABLES

Artichokes about steady market, supply 12-18s light, moderate demand

Asparagus market for standard is higher, Jumbo and extra-large slightly lower, others about steady with moderate demand.

Market Report, Cont'd...

Broccoli overall market is about steady, light supply and moderate demand

Brussels Sprouts about steady market, moderate demand

Cabbage overall, mostly steady market: red steady—higher, green slightly lower—about steady

Cauliflower higher market, fairly light supply, good demand, *Wide range in quality.*

Carrots about steady—steady market, fairly light supply, fairly good—moderate demand

Celery market ranges from lower—steady, demand for hearts moderate, others fairly light.

Corn-Sweet about steady—steady market with demand ranging from good—very good.

Cucumbers market for large is lower, others about steady, light pickle supply, overall moderate demand

Eggplant about steady market, with fairly good—moderate demand.

Lettuce about steady market, demand for green leaf is moderate others fairly light **Iceberg:** about steady market, supply available 24s light demand for 24s good, 30s fairly good **Romaine:** market is about steady (hearts slightly lower), supply available hearts are light and moderate demand.

Peas, Green about steady market, supply on sugar snaps fairly light—light, moderate demand

Peppers about steady market, demand jalapeno and Anaheim good at lower process, Poblano light, Serrano good. **Bell Type:** About steady market, very light supply, demand for red fair quality good, yellow and green fairly light—moderate. *Wide range in quality.*

Tomatoes market ranges from lower—about steady, supply from Mexico 4x5s heavy, 5x6s light, demand varies from fairly light—light **Plum Type:** about steady market, supply extra large is light, overall demand is moderate (VA: fairly light; MI: fairly good) **Grape Type:** about steady market with light demand *Wide range in quality and condition.*

POTATOES AND ONIONS

Potatoes market overall about steady, with demand ranging from fairly light—moderate

Onions about steady market, overall moderate demand.



Produce Quiz

(NO ORIGIN HISTORY. JUST FACTS)

Did you know that we can be very sweet tasting and taste very much like almonds? During the cold winters in Central Asia I am used instead of Almonds, I am the only part that is used. Everything else goes for fodder. Did you know that some of us are bitter and end up in Amaretto? Once again you thought it was almonds, didn't you? Love Bakeries? Who doesn't? You know the Bear Claws you are so fond of? What's shaved on top? Yup, it's us again. Here's the finally that should blow you away. Ready? You know that "natural flavor" ingredient on cherry flavored sodas? Think those are cherries? HA! It's us again. Beyond culinary uses we show up in the darndest palaces. We are in most facial scrubs and many cosmetic creams and lotions. Our uniformity in density and texture make us uniquely qualified to be used for cleaning Jet engines and were even used in WWI in filters for poisonous gases. Adjust, for a moment, should you think this is all common and anyone can do what we do, our closet cousins are basically useless and reduced to such menial things such as charcoal briquettes.

Last Quiz Answer: WHEAT

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