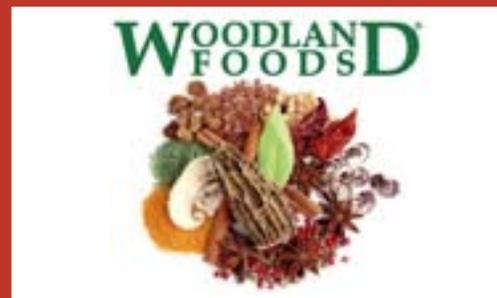


TESTA PRODUCE Market Report

Outlook for the Week of
August 4, 2014



BERRIES

Blueberries market varies by location from about steady–slightly higher, with moderate demand.

Raspberries steady market, demand is best good others moderate.

Strawberries market about steady–steady, demand for organic is moderate, best light or others very light.
Wide range in quality.

Misc. Berries steady market, (light supply from Guatemala) overall demand is best good, others moderate.
Wide range in quality.

CITRUS

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

Limes about steady market, light demand. Wide range in price and quality.

Clementines/Oranges/Tangelos have an about steady market with moderate demand.

MELONS

Cantaloupe market is about steady–steady, light supply demand for 9-12's fairly light, others range from very light–moderate.

Honeydews have an about steady market with moderate demand.

Watermelons overall, the market varies from slightly lower–steady supply for red flesh seeded 35's light, seedless 60's fairly light, others moderate; red flesh 60's fairly light with others light demand.

NON-CITRUS FRUITS

Apples have a steady market (Chile: about steady) with good demand

Apricots steady market with good demand.

Avocados overall market is about steady–steady, market with demands ranging from fairly light–moderate.

Cherries about steady market with firm undertone, good demand. *Wide range in price.*

Grapes steady market with light demand.

Kiwifruit has an about steady market with moderate demand.

Mangoes market for Kents is lower, Kietts and others about steady, light demand. *Wide range in quality and condition.*

Nectarines have an about steady market, good demand.

Papaya steady market (Mexico: about steady) moderate demand. **Wide range in quality and condition.**

Peaches are about steady–steady market with supply fairly light, moderate demand.

Pears/Plum steady market, moderate demand.

Pineapples steady market with fairly light–moderate demand.

VEGETABLES

Asparagus overall, market is steady (green lower) with fairly light demand.

Beans steady market (NC: about steady), fairly light supply moderate demand.

Beets about steady market, moderate demands

Market Report, Cont'd...

Broccoli about steady–higher market, demand ranging from fairly good–good.

Cabbage about steady–steady market, supply large heavy, and demand varies by location from light–moderate.

Cauliflower about steady market, fairly light demand.

Celery market for 2 ½ and 3 dozen slightly lower, others about steady with fairly light–light demand.

Corn-Sweet steady market, supplies and demand range from fairly light–light.

Eggplant has an about steady market with moderate demand.

Greens about steady market, moderate demand.

Lettuce, Iceberg about steady market, fairly good–good demand. **Romaine** market for 24's slightly higher–higher, hearts about steady, supply for hearts are light, and moderate demand. **Others** overall are about steady, demand for Boston is light, green is fairly good–good, red is fairly light–good. Wide range in quality.

Peas, Green overall the market is slightly lower–lower, supplies and demands are both fairly light.

Peppers, Bell Type about steady–steady market, demand is fairly light–moderate. **Others** are about steady with moderate demand.

Squash about steady–steady market, supply for yellow straightneck is light, moderate demand.

Tomatoes the market for 5x5, 5x6 and 6x6's are higher others about steady, with moderate demand (NC: fairly light demand). **Grape Type** has an about steady market, fairly light demand. **Plum Type** market is about steady–steady with moderate demand.

POTATOES AND ONIONS

Onions, Dry about steady market, overall the demand is moderate.

Potatoes the market is about steady–steady with very light supply, and demand is light–moderate.



Produce Quiz

I am what I am. No crosses will I bear. No skin must I shed. Eat me in China, 2000 years ago. Name me for the classic drink of the gods. "A rose is a rose is a rose" ... "a rose by any other name would smell as sweet".. well, I am really a member of the Rosaceae family, and I have a tempting aroma. In general, I'm a wonderful commodity fruit, but my specialties are truly specialty items. In fact, I have numerous varieties, including over 85 created in the U.S. since the early 1950's. My colors indicate my varieties, not my ripeness. Of all fruits, I am perhaps the most like human skin and flesh. My white, yellow or pinkish flesh is delicate and sweet with a touch more acid or richness than my popular cousin. While I am best picked ripe, I am often picked just prior to full ripeness if I must travel. I'm rich with vitamins A and C, potassium, phosphorus, and fiber. I'm also low in calories; about a third less than my popular cousin. Best eaten out of hand, for a different delight, try me split and grilled with light meats. My domestic season is mid spring to late September with a peak in July and August. You may not know I am really like my cousin. In fact, I can just spontaneously bud from their tree or pit. Of course, I have to admit that MY tree has been known to produce some of them as well. Put Mango or Honeydew in front of me and you've got an incredible new yuppie version. Put No.9 behind my name and you'll have a Scottish rock group. Put me in your mouth and you'll be happy and wet.

Last Quiz Answer: LICORICE



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