

TESTA PRODUCE Market Report

Outlook for the Week of
April 27, 2015



BERRIES

Blueberries steady market, demand ranges from very light—moderate *Wide range in quality*

Raspberries steady market, demand is best good while others are moderate *Wide range in quality*

Strawberries steady market, demand exceeds supply *Wide range in quality*

Misc. Berries steady market, moderate demand *Wide range in quality*

CITRUS

Grapefruit steady market, supply of 40-48s are light while others are fairly light, moderate demand

Lemons steady market, good demand

Limes market fro 250s are lower while others are about steady, supply 110-175s are light, demand for 110-200s are fairly light while others are light, *Very wide range in price and quality*

Oranges steady market, supply fro 48-56s are heavy while 113-138s are fairly light with good demand

MELONS

Cantaloupe about steady-steady market, light supply, fairly light—moderate demand *Wide range in quality and condition*

Honeydew market, ranges by region from about steady—steady, very light—moderate demand

with a *Wide range of quality and condition* while demand exceeds supply from Central America into southern California

Watermelon has a lower market, supply varies from light—heavy, demand for miniature is fairly light while others range from light—moderate.

NON-CITRUS FRUITS

Apples overall, market is about steady—steady with moderate demand

Avocados have a steady market with good demand

Grapes have an about steady market, moderate demand *Wide range in price and condition*

Kiwifruit steady market, fairly light—moderate demand

Mangoes have a steady market, fairly light—light demand

Papaya steady market, moderate demand *Wide range in quality and condition*

Pears about steady market, fairly light supply, demand ranges from light—moderate

Pineapple steady market, light supply, good demand

VEGETABLES

Asparagus steady market, light supply, very good demand, however demand exceeds supply from Salinas Valley California

Beans about steady—slightly higher market, good

Market Report, Cont'd...

demand

Broccoli market ranges from lower—higher, moderate demand *Wide range in price*

Cabbage market ranges from lower—steady, moderate demand

Carrots about steady—steady market, moderate demand *Wide range in price and quality*

Cauliflower about steady—higher market, supply available is light, good demand

Celery market in Oxford is higher, while in Santa Maria the market is lower, with very good demand

Corn-Sweet about steady market, light—moderate demand

Cucumbers steady—higher market, fairly light—good demand

Lettuce market varies from steady—higher, light supply, good demand *Wide range in price*

Iceberg higher market, good demand, *Wide range in price, quality and weight*

Romaine market is lower—about steady, fairly light—moderate demand

Peppers about steady—higher market, moderate demand *Wide range in quality and size*

Bell Type market ranges regionally from lower—higher, demand ranges from fairly light—higher, some from Central California are good at much lower prices *Wide range quality and condition*

Tomatoes about steady market, fairly light demand *Wide range in quality and condition*

Grape Type market for organic is about steady while others are lower, light demand

Plum Type about steady—steady market, light—moderate demand *Wide range in quality and condition.*

POTATOES AND ONIONS

Onions, Dry market is lower—about steady, fairly light demand

Potatoes steady market, demand ranges from light—moderate



Produce Quiz

I'm sure you know me, but do you love me? I am an ancient and perennial survivor, from Europe, North Africa, Northern Asia, and North America. Tiptoe amongst us, and then trim away our young leaves for a tangy, chewy treat. Before we flower, collect our buds to marinate or deep-fry. Take an early morning walk and wade through fresh flowers lopping off our heads. Weave our stems to make a crown, and then collect our manes to add our petals to favorite dishes or make my nostalgic and beatific brew. As the colder nights settle in, enjoy my leaves from your greenhouse, a bit longer, paler and milder than from the wild, but just as good. Try them fresh or wilted with a hot strong dressing, maybe a bit southern with salt pork and garlic as well. Or try a Pennsylvania Dutch sweet-sour recipe. Cook me, just a bit, to soften my texture and mellow my flavor, but don't cook me too long like some other bitter greens. Enjoy a coffee-like brew from my root, or perhaps, open a vintage fermentation. Okay, so you're not a romantic -- you'll prefer the story that snickers at the French loving our bitter greens and naming us "lion's tooth" because of our jagged leaves. You'll belittle chefs turning us couture. Amused that we've become cultivated and harvested by hand or foraged from the wild, you'll never fall in love with us; you'll fertilize and dig us out of your perfect lawn. You'll find our sticky milk irritating your sensitive skin. You'll moan when we grow back where you're sure you've killed us. You'll never know how well we aid appetite and work as a diuretic and laxative, but you'll love the nickname Pissabed, since to you we're just a weed. If you ever do try us for our calcium, potassium and vitamins A and C, you can buy us year round, with April and May being our heyday. Just avoid us at the side of the road or where chemicals are used. Are you sure you don't love us a little bit? You really never blew our seed puffs across the wind or read Sci-Fi writer Ray's book?

Last Quiz Answer: MONSTERA

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