

TESTA PRODUCE Market Report

Outlook for the Week of
April 9, 2012



Market Report

This week's market report we're going to keep things short and sweet and just give you an overview of how things are looking in the markets.

Commodity Markets in a nutshell:

Apples are excellent quality. All varieties are steady but with limited supply of all sizes, especially on smaller sizes. Asparagus is good quality and the market is steady. Supplies out of Mexico are light, product from Peru continues for all sizes and domestic Asparagus is also available. The Avocado market is higher on both Mexican and Californian product but quality is excellent and demand is high.

The Berry market is all over the place. Right now Strawberries, Raspberries, and Blueberries are all steady and good quality. The Blackberry market is higher but quality is also good. The forecast is predicting rain in Strawberry growing areas this week, which might affect harvest and quality. Quality issues that might occur are water damage, bruising, white shoulders and sides, and light decay. But with Mother Nature you never know. Raspberries and

Blackberries are experiencing limited supplies due to weather and seasonally light production.

The Broccoli market is steady and quality is good. The Carrot market is steady right now. Sizing and volume of Jumbo sizes are continuing to tighten and the market is firming up. Cauliflower is steady. Celery is steady and quality is good.

The Citrus market is a little higher this week. Demand for Lemons is high, Orange supplies are starting to lighten and smaller sizes are getting tighter. Limes are good. We still have some Organic Citrus in house so if you are interested, ask your sales rep for more information.

Cucumbers look good all around. Demand is good, the market is steady, and quality for domestic product is excellent. Eggplant is steady but that could change soon. Keep an eye out for a rising market, lower quality, and limited availability. The Grape market is steady on Reds – good demand and good volume. Green Grapes are very limited and are might higher this week.

Green Onions are steady with strong supplies out of Mexico. White Onions are mostly steady

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but quality ranges, depending on the shipper. Quality for Yellow Onions has been excellent. Red Onions are steady in the northwest and higher for Mexico.

The Lettuce market is steady and Leaf Lettuce has not changed either. Now for Melons: Cantaloupe quality remains good with product demand high; supplies on small fruit have not increased and doesn't appear to do so in the future. Off-shore Melons will be finishing near the end of the month. Off-shore Honeydew Melon are still limited on small sizes but the larger sizes look steady. Mexican fruit is coming in with good sizes and good quality. Pears are steady and quality is excellent. Potatoes are overall steady. Russets and Idaho have been excellent quality all across the board. Squash is overall steady with good quality. Stone Fruits are finishing up for the season but Black Plums and Pluots are still available.

Quality is variable for Round Tomatoes out of Arizona but Romas look good. Florida volume is picking up and quality is good. Overall the Tomato market is steady. Watermelon markets are settling. High demand for seedless so availability is tight but supplies are getting better. Availability on Seeded Watermelon is sporadic.

Check out our specialty and local lists for the freshest new items and you can always ask your sales rep for ideas. Have a great week.

Produce Quiz

While a rose by any other name, would smell the same, my color is the only thing the queen of our family and I share. Perhaps not. Like her thorn, I can be sour yet like her scented petals I can be sweet. We sweeties prevail, with about 900 varieties as compared to the 300 sour types. First described by Theophrastus in 300 BC, I was blossoming in all the hot spots along the Mediterranean well before that. How well I remember those early days when the beauty of my spring blossoms would awe the town's folk into a wide-eyed drooling silence. Now they've just come to expect it every year with picnics, my pies, and festivities. That's just the first act, after the blossom comes the fruit. Like Jacob's coat I am the fruit of many colors. While predominantly dark red, I vary in shade from pale to black but also look great in yellow or white. Technically I am a stone fruit and I've often thought we got that name from the effect we have on birds. When our feathered friends get their beaks on our fermented seniors, the result was drunken birds falling to the ground. That definitely rattled our pits. Anyway, you use our different varieties for different reasons. From meat sauces to pies, from drink garnishes to liqueurs, even candied in your fruitcake. I am a good source of potassium, vitamin A, as well as providing fiber. Just try eating me out of hand and see if you can stop. Bet ya can't eat just 100.

Last Quiz Answer: Creamer or 'C' Size Potatoes



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