

TESTA PRODUCE Market Report

Outlook for the Week of
May 14, 2012



Market Report

I hope everyone had a wonderful Mother's Day this weekend. I'm kicking off this week's market report with some exciting news for all of you smart phone users! We have launched our new ORDERING APP called Testa Check-out. You can now place your order, from an app on your phone. Attached at the end of this report is a one-page flyer with more information! Contact your sales rep if you are interested or have any other questions.

Now for the markets: Apples are excellent quality right now. Pears are still peaking and are evenly spread on size, however supplies are limited, especially on fancy grades. The Asparagus market is active and supplies are light. We should be getting our local Asparagus from Todd Greiner farms very soon. Demand is driving the Avocado market up. Supplies are decent, and maturity and flavor are excellent.

Green Bell Peppers are steady and demand still exceeds supply for Red Bell Peppers. The Berry markets are looking good. Strawberries are still strong after the Mother's Day rush, volume and quality are still good. Raspberries volume is improving and quality and supply

remain good. The Blackberry market has improved supplies and quality is good as well. The Blueberry market is easing slightly and we expect to see this continue as supplies steadily increase.

Broccoli Crowns supplies have lessened however quantity is still enough. Demand is expected to pick up at the end of the week, but for now the market is steady. Carrot supplies are good, sizing is improving and Jumbos are improving. Cauliflower is steady, and quality is fair- some light brown spotting has been showing up. Celery is steady. Navel Orange supplies are light, and demand exceeds supplies on smaller sizes. Small Oranges are extremely limited. Lime supplies are good on all sizes. The Cuc market is steady and quality is good. Eggplant is steady but large and jumbo sizes still remain a little snug, quality is good though.

Both Red and Green Grapes are extremely limited. Green Onions are steady with a few quality issues. Pencil sizing will be the best availability and supplies are expected to be good throughout the week. Leaf Lettuce is steady with light demand. There has been some epidermal peel, blistering, and tip burn showing up in Romaine, Red and Green Leaf. Iceberg

Market Report, Cont'd...

Lettuce is higher with some quality issues as well.

Cantaloupes have been good quality and look like they will continue that trend, same with Honeydew. Both markets are steady. Onions are excellent and the market is steady. Idaho Potatoes are steady on all sizes but peaking on 80's and smaller. Russet quality has been excellent. The Potato market is lower with overall excellent quality. Squash is steady with good quality with somewhat lighter supplies coming up this week.

Apricots, Peaches, and Nectarines are getting better sizing and quality is excellent. Plums are starting off with light availability. The Tomato market is steady and so is Watermelon.

Produce Quiz

I am the smallest member of my family. I wasn't always this small; I've just become rounded over the years. Native to China, where I was cultivated over 5000 years ago, I was basically flat. The Chinese turned on the Greeks to me and before long I was in every European garden worth mentioning. While my medicinal value is limited when compared to the relief my relatives offer, I fooled many a country into believing I was magic. I had them hang me up by the bunch in hopes of warding off evil spirits and disease. Truth be told, I did none of this, but I made for nice decoration when dried. My sulfur content is very slight so you won't get any bitter overtones from me, like you would from my brothers and sisters. From my tall thin filiform leaves, I produce lovely flowers in white, pink or purple that is a perfect garnish or colorful addition sprinkled over a salad. We are cut in bunches and never uprooted because we continually grow back. Our delicate texture and subtle flavor, along with our elegant length, is perfect for numerous fresh uses. You will find us cooked into eggs, potatoes, and several sauces, but we must be added at the last minute or our flavor will be lost. In decorative fashion we are often found holding the asparagus or beans together. We also help poor people hold onto their change, providing a civic duty to the community. I have also been known to get dried, tied, and classically supplied. If you want to juice me, I can be used as a vermifuge.

Last Quiz Answer: Cape Gooseberries



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