

# TESTA PRODUCE Market Report

Outlook for the Week of  
**June 4, 2012**



## Market Report

### Quick Commodity Overview:

- Apples: Excellent quality, market is higher. Lower grade fruit is tight as we near the end of the season.
- Asparagus: The market is steady and quality is just fair. Suppliers are still seeing light availability, and Jumbo is almost non-existent.
- Avocados: Steady market and excellent quality. California fruit has good maturity, flavor, and oil content.
- Bell Peppers: Steady market with good quality.
- Berries:
  - Strawberries: Steady market with good quality. Rain in growing areas could effect quality of some product.
  - Raspberries: Again, steady market with good quality. Weather has improved so harvest numbers are starting to improve.
  - Blackberries: The market is high and tight and quality is only fair to good.
  - Blueberries: Quality is good, but the market has dipped slightly.
- Broccoli: The market is firm and quality is good. Crowns have tightened up and

bunched is lighter in supply.

- Carrots: The market is steady, supplies remain good, and quality is good. Sizing is also improving.
- Cauliflower: The market is firm and demand has lightened up. Supplies are moderate. Quality is only fair, and there might be light brown spotting on the product.
- Celery: The market is steady and quality is fair, there have been some instances of the ends browning on the bunches. Smaller sizes are higher priced.

### Citrus:

- Lemons: The market is higher and the quality is good. Demand is currently exceeding supply
- Oranges: Steady market and good quality. Navels are light supply and Valencias continue to increase in supply.
- Limes: Supplies are good on all sizes.
- Cucumbers: The market is steady but looking to trend upward. Fancy product is in light supply and some recent weather conditions have led to some quality issues.
- Eggplant: The market is relatively steady but looking like its trending upwards. Supplies are lighter in some areas and quality has been good.
- Grapes: The market for Reds is lower

## Market Report, Cont'd...

and should continue to come down. There is still a demand for a high price for both red and green grapes. Limited supplies of Green Grapes because of supplies.

- **Green Onions:** The market is firm and supplies are somewhat light. There have been a few reported quality issues with decay. Your best bet is Pencil sizing.

- **Lettuce:**

-**Leaf Lettuce:** The market is steady and quality is just good. Romaine has firmed up in some areas, but supplies should be moderate throughout the week.

-**Lettuce:** The market is firm and supplies are looking good. Some new fields are being harvested, but quality issues are creeping up- Decay, pink ribbing, and brown outer leaves continue to causes issues.

- **Melons:**

-**Cantaloupe:** Supplies are very limited. The market is higher and quality is good.

-**Honeydew:** Quantity and quality are both good. The market looks steady.

- **Onions:** Yellows are mostly steady but there is some flex for volume. Reds and Whites are getting ready to go. Quality on all types is excellent.

- **Pears:** Quality is good and the market is higher. A few Red Pears are still available and Bartletts will be in at the end of July.

- **Potatoes:** Quality is excellent and the market is lower.

- **Squash:** The market is steady and quality is good. Light supplies of Yellow Straightneck and Italian Squash have been seen but overall volume has been good.

- **Stone Fruit:** Peaches, Nectarines, and Plums are steady and strong with good quality. Bing Cherries are around now and Apri-cots have good size and quality.

- **Tomatoes:** The Tomato market is

steady overall with fair to good quality.

- **Watermelon:** The market is steady and quality has been good. Demand has been high for Seedless so the availability is light but will improve as new growing regions get moving.

## 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: Kiwi**



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