

TESTA PRODUCE Market Report

Outlook for the Week of
July 10, 2012



Market Report

I hope that everyone had a safe Fourth of July and is staying cool in this heat. Here is a little overview of what our commodities look like this week.

Apples are excellent quality and the markets are higher. Washington Reds are still around for 88 & 100 sizes and extra fancy grades; lower grade Reds are in short supply and still climbing. Overall, the Pear market is higher with good quality. D'Anjou Pears are peaking on US#1 grade and are evenly spread across the sizing spectrum- supplies are limited though. This week Asparagus started off steady, quality is fair, and Jumbo sizes are light.

Avocados are seeing a steady market with excellent quality. Supplies from Mexico are declining but California volume is good. The Bell Pepper markets are steady and quality is looking good. Demand is exceeding supplies for Red and Gold Bell Peppers.

The Berry markets are overall steady. Strawberries are good quality with good supplies and Raspberries are the same. The Blackberry market is starting to improve but supplies have not caught up yet and quality is only fair. Blue-

berries are reporting good quality and a steady market.

Broccoli is steady but demand is likely to pick up by the end of the week- Quality is good, with no major issues. Supplies for bunched are better than for crowns. Carrot supplies are good- the steady warm weather is helping sizing and good demand is firming up the market. Cauliflower is steady; there is plenty of volume, as demand is light. There has been some light spotting but nothing extreme. Celery is active, and moving up- quality is good and demand is high, so availability might be lighter.

Now for some Citrus: Lemons are at full production so supplies are good, quality is good, and the market is steady. Valencia Orange harvests remain steady, the market is firm and quality is good. The demand seems to be for the smaller sizes. Limes have good supplies on all sizes.

The Cucs market is steady and quality is good. Eggplant is active but steady and supplies are light on larger sizes. Red Grapes are steady- the market remains very active but demand is very light. Supplies should be better in the next couple of weeks. Black Seedless and Red Globes

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both have good supplies. Green Onions are steady but there have been some quality issues with decay upon arrival. Pencil sizing will have the best availability.

The Leaf Lettuce market continues to gain strength on Green Leaf and Romaine. Supplies for Romaine might be light this week and Romaine Hearts will be even lighter. Fringe burn has been reported so that's something to keep an eye out for. As for the Iceberg Lettuce market, it is much stronger and the market is expected to rise steadily throughout the week. Some decay, pink ribbing, and brown outer leaves may be sporadic issues you come across. Since Romaine is experiencing availability issues, the Lettuce market should be more active.

Melons are overall steady and good quality. Cantaloupe has limited supplies available with some deals on small fruit. Honeydew has good quality with less volume. Yellow Onions out of New Mexico are limited and are packing smaller sizes. California Yellows are steady on all sizes but heavier on larger Onions. Reds are steady in both states and mediums remain short. Whites are steady as well. Quality has been good on all colors.

Potatoes are excellent quality and the market is steady. Idaho carton prices are steady. Russet quality has been excellent in all areas. Squash has been good quality as well. The markets on both Italian and Yellow Straight-necks are steady, but Yellow s/n is expected to lighten up. The quality of Yellow Squash has been varied and demand exceeds supplies- weather has effected production and quality.

Peaches are in full swing with good sizing and volume. Nectarines have better availability

but Plums are still limited with an active market. Cherries have good availability and good quality. Apricots are limited.

Tomatoes are excellent quality and volume is picking up, which is having an effect on price. Watermelon is steady- demand exceeds supply on Seedless and current availability is light as things wrap up in growing areas. Seeded availability is inconsistent. Weather could have an effect on production but we will see how it turns out.

Produce Quiz

Although my young leaves can be eaten in fresh salads, I am a member of the daisy family and primarily used as a root vegetable, similar in shape to a carrot or a parsnip. Not particularly popular in the United States, I have been known in Southern Europe for over two thousand years. I was not cultivated until the 17th century and today Belgium is one of the leading producers of me. My skin can be either black or brown, but my flesh is always cream-colored. I am primarily a cold weather crop as my taste gets sweeter after the ground has been covered with frost. My seed ball opens up every morning, works until noon, then closes up for the day. Great work if you can get it. Strangely enough my flavor has been compared to that of oysters, which is only true if you consume me while eating oysters. I think I have a mild flavor, which can be compared to a cross between globe artichokes and asparagus. In either color, you must peel me before eating and my flesh will turn black fast when exposed to fresh air. To avoid this you can soak me in vinegar or lemon water, or boil me for 15 minutes before peeling. Do not overcook me or I will get all mushy on you. Cold I am great shaved into salads. I blend particularly well with potatoes, leeks, and spinach. I can be glazed like carrots, used in soups or stews, baked au gratin, braised with veil, or topped with béchamel or cheese sauce. I am a good source of potassium as well as providing Vitamins B6 and C. I also contain inulin, a carbohydrate starch replacement that does not affect the level of blood sugar.

Last Quiz Answer: Purslane



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