

TESTA PRODUCE Market Report

Outlook for the Week of
July 17, 2012



Market Report

The weather has been hot, and it doesn't look like we're going to get a break anytime soon. We're looking at highs in the 100's so make sure you all find ways to stay cool- be it taking a dip in a pool, or just flat out avoiding the heat altogether and staying inside! Here's how the markets are handling the heat this week:

The Apple market is higher and the quality is excellent. The Pear market is higher, but quality is still looking good. D'Anjou Pears are peaking on US#1 and sizing is evenly spread, but supplies are limited because the end of the season is getting closer. Bartlett Pears are up next! The Asparagus market is steady and supplies are light.

Avocados are steady with excellent quality. California is the primary source right now and their product is showing good maturity, flavor, and oil content. Bell Peppers have steady markets and the quality is good. There are steady supplies for Green Bell Peppers however right now, some colored Peppers are seeing an influx in demand and are struggling to meet it with supplies, but production is catching up.

Berries are relatively good quality all across

the board. Strawberries are steady and demand is still strong. Quality is spotty- some bruising and light decay is showing up on some of the Berries but that should be improving. Raspberries are slightly lower with good quality, and supplies are continuing to improve. The Blackberry market is improving but supplies have not caught up with demand and quality is only reported as fair. The Blueberry market is weaker but quality is good; main pack sizing is 6oz and larger.

Broccoli has not changed. The market is steady and quality is good; bunched product is going stronger than crowns. Carrots are steady and supplies are good- demand is firming up the market. Cauliflower continues to have good volume and sizing is consistent at 12 counts. There has been some light brown spotting reported, so be aware that might occur. The Celery market is lower and demand is lighter; large sizing has picked up.

Citrus is doing pretty well. Ventura Lemons are at full production; supplies are good with steady summer time demand. Valencia Oranges are steady as well- good demand and light supplies on small sizes are keeping the market firm. Lime supplies are good on all sizes. Cucs

Market Report, Cont'd...

are good quality with a steady market that is trending upwards.

Eggplant has an active market that is trending upward and is experiencing good quality. The market on Red Grapes is lower, but active, and demand is very light. Sugarones are in good supply with a steady market. Black Seedless and Red Globe Grapes are both in good supply as well. Green Onions are steady and quality is fair, with some decay upon arrival in some areas. Pencil sizing will be the best availability.

The Leaf Lettuce market is lower due to lack of demand. Romaine Hearts continue to be on the light side. Some fringe burn and slight mildew has shown up on carton Romaine so keep an eye out for that. The Lettuce Market is down. Some quality issues have been coming up.

Cantaloupe is good quality and the market is lower. Honeydew is steady, quality is good, and small sizing is very limited. Yellow Onions are still going strong, Red Onions are steady with most supply in jumbo sizes, and White Onions are steady. Quality is good on all colors.

Potatoes are steady and quality is excellent. The Idaho market is steady on all sizes but most shippers are producing higher amounts of smaller counts. Russet quality has been good in all growing areas and is peaking on smaller counts. Squash is steady and quality is good. Italian and Yellow Straightneck are steady but expected to go up. Yellow Squash has a wide range of quality right now. Weather is still affecting quality and production.

Stone Fruit is steady and quality is good.

Peaches are in full swing with promotable volume. Nectarines are better availability but Plums are still limited. Apricots are limited as well because several shippers are finishing up. Tomatoes are steady and quality is good. Watermelon markets are trending up in pricing and demand still exceeds supply on Seedless Watermelon. Overall, the market is steady and quality looks good.

Produce Quiz

I have been a friend to human digestion for a very, very long time. The earliest humans left remnants of me behind amidst the jetsam and flotsam found in their dwellings. My name was probably taken from an ancient Arabic word. The Greeks and the Romans had their own derivative names for me. The Greek physician, Dioscorides advised using my oil to bring color to the cheeks of “pale faced girls”. Pliny the Elder wrote of me and Valerius and his men famously dined on a bread made from mixing parts of me with milk. The ancients conferred upon me the “gift of retention”. I was believed to prevent the theft of any object which contained me. Further, it was believed that I would actually hold the thief in custody in the home of the owner until their return. This gift of retention made me a popular ingredient in love potions, as well. I am also noted for keeping trained pigeons from leaving their nest. I am reportedly very good at warding off the “evil-eye”. I am a member of an ancient family of plants; most of which have similar lore ascribed to them.

Every part of my 2' tall self can be used. My 2mm (that's right I said millimeter) long fruit (commonly incorrectly labeled), my flowers, my roots and my stems all have their place in medical and culinary history. I am said to encourage the production of milk in mothers, and also to treat dyspepsia, flatulence, colic, cramps, scabies, diarrhea and laryngitis, just to name a few ailments. My fruit goes especially well in sausage, duck, goose dishes and with apples! I turn up in bread all over the world. My roots are often used as a root vegetable. No big surprise given that I am a relative to the carrot. My leaves are used in stews my oil is used as a flavoring in many regional liquors. I am rich in dietary fiber, iron, copper, calcium, potassium, manganese, selenium, zinc and magnesium. No wonder I have been so popular for so long!!

Last Quiz Answer: Salsify



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