

TESTA PRODUCE Market Report

Outlook for the Week of
July 24, 2012



Market Report

Rain, rain, don't go away- as long as you make it to our growing areas! The hot, dry weather has been causing some unseasonable growing patterns so hopefully this rain helps level things out a bit. Here's what we're looking at for the markets this week:

Apples are excellent quality this week and the market is higher. Washington Red Delicious, Golden Delicious, and Granny Smiths are all peaking on 88/100's. Galas are peaking on smaller sizes. D'Anjou Pears are peaking on US#1 grades and are evenly spread size-wise, however supplies are limited. Overall Pears are good quality and a steady market.

Asparagus is steady and quality is fair- only 11 pounders are available and Jumbo sizing is still light on availability. Avocado markets are steady and quality is excellent. Bell Peppers are steady and quality is good. Greens are trending up and supplies are looking good. Red and Gold Peppers are trending upwards and demand is steady for both.

Now for Berries: Straws are struggling a bit because of weather. We have seen some over ripe fruit that isn't holding up well, but demand is still good with good supplies and the market is firm. Raspberries are starting to firm up as peak production hits. Quality is good. Blackberries are improving but supplies are still trying to catch up to demand and quality is only fair. Blues are seeing a weaker market but good quality. Available pack sizes are 6oz and larger.

Broccoli is steady and pricing is competitive. Quality is good and suppliers are working on increasing orders. Carrots supplies are good, quality is good, and strong demand is firming up the market. Cauliflower market is active and moving up. Larger sizing is lighter in availability and higher priced. Quality is only fair with some light brown spotting showing up. Celery is steady with good quality. Large sizing is available and small sizing is lighter.

Citrus is pretty steady overall. Ventura Lemon crops are in full production with good supplies and steady demand- Quality is good too. Valencia Oranges are steady

Market Report, Cont'd...

with product peaking on larger sizes. Good demand and light supplies on small sizes are keeping the market firm. Lime supplies are good on all sizes and quality is good as well.

The Cuc market is steady but trending up slightly. Warmer weather has impacted production but quality is excellent. Eggplant is active and trending up. Quality is good and demand is outpacing supply right now. The Michigan market is tighter this week. Red Grapes are steady out of California and quality is excellent. Sugarones are steady with good supply and Perlettes and Thompson are available this week. Black Seedless and Red Globes both have good supplies.

Green onions are steady, but with some quality issues. Pencil sizing is the best availability. The Leaf Lettuce market is steady. Romaine Hearts are still on the lighter side- fringe burn and slight mildew has been coming up on some product. Availability varies. Iceberg is stronger but some quality issues have been spotted.

Melons are steady for both Cantaloupe and Honeydew and quality has been good. Onions are excellent and the market is overall higher. Yellows are seeing strong demand and Reds are steady. Potatoes are steady with excellent quality. Most packers are producing smaller counts on Idaho's. Russets have been excellent quality in all areas. Squash is steady with the market trending upward on Italian and Yellow Straight-necks. Weather has had some effect on the Yellow Straightneck so it has seen wide

ranges of quality and is in a demand is exceeds supply situation.

California Peaches are in full swing- good sizes and volume. Nectarines are available but Plums are limited in an active market. Cherries are in and Apricots are available as well. All Stone Fruits are steady markets overall. Watermelon is trending upwards and Seedless is high in demand. Seeded availability is sporadic. Tomatoes are steady and quality is good.

Produce Quiz

It happened one night not too long ago when two strangers crossed a couple of acres and started a new family. He'd seen her once from afar, but when he stole that second stare, it was enough to rock him to his stem and he knew then that this was meant to be. How could there be another creature so beautiful? And how could she be this beautiful and green? Green! Yes, green, and ooh, what a tan! He wasn't even supposed to talk about "THEM", much less fantasize. His whole life he been taught yellow was the way and never to stray. He decided then and there this was not what he had been planted to do. But then he saw her looking, looking right at him. Her scalloped edges shone, her small soft body was round and plump. She was prime. Then, in the blink of an eye, it happened. She twirled around on her stem, spun straight up to glow radiantly in the sun, slid down her vine and landed on the soft dirt, right in front of him! He looked around both startled and nervous, for surely someone else had seen this gorgeous acrobatic feat. A short time passed and no one seemed to notice. They were safe They were alone! It was now or never! So with his entire fiber, with every A, every C vitamin and mineral he possessed, with his stem strong and firm, he surged forward. Their seeds met and it was magic, art, fireworks, mosaic actually. Hence my birth, a culinary delight with edible skin and soft seeds, a new baby to the culinary world.

Last Quiz Answer: Caraway



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