

# TESTA PRODUCE Market Report

Outlook for the Week of  
**July 31, 2012**



## Market Report

Summer is in full swing with all this hot weather we have been seeing. And with the heat, it means we still have lots of great summer fruits available!

Watermelon is steady but trending up in pricing. Demand is still high on seedless and seeded has sporadic availability. Cantaloupe is strong and quality is excellent. Demand has been relatively light so there is plenty of fruit and all sizes to choose from. Honeydew is steady and the quality is excellent.

The Lettuce market is steady but quality still has some issues such as lightweights, decay, pink ribbing, and brown outer leaves. The Leaf Lettuce market is steady. Romaine will be light throughout the week and some fringe burn has been spotted. Broccoli supplies are good and the market is steady to kick start the week. Quality is good and pricing is competitive. Cauliflower is firm to start the week but supplies will be lighter towards the end. Some light brown spotting is still showing up so please be aware of that.

Apples are excellent right now and the mar-

ket is high. Washington Reds are peaking for 88/100's but because schools will be starting again soon, the lower grades will be short. Make sure you plan ahead to get them. And lower grade Golden Delicious and Granny-Smiths are short as well. Pears are steady and quality is good. D'Anjous are finishing up while Bartletts and Stark-Crimson are packing now.

We have some delicious Local Peaches in right now. They are coming to us in 22-pound cases from Echo Valley Orchards down in Southern Illinois. Nectarines are available, Plums are limited, and just about all Stone Fruit is running large. Cherries are available and are really good right now. And don't forget Apricots.

Tomatoes are overall steady and are good to fair quality. Tomatoes from California are seeing a little lighter volume this week as some residual from previous rains, but recent weather should increase yields next week slightly. Squash is a steady market too right now, with the markets trending upwards for Italian and Yellow Straightneck. Quality is excellent. Potatoes are steady and quality is excellent.

A great new product that Testa is starting to

## Market Report, Cont'd...

bring in is an Organic Milk line. This milk comes from the Sassy Cow Creamery, which is a local vendor! This Local, Organic Milk comes in gallons and half gallons and is available in 2%, Whole, or Skim varieties. If you want to add an organic dairy to your menu, give it a shot.

Back to produce: Onions are excellent and the market is high. Yellows are higher due to less supply, Super-Colossals are shorter due to strong demand, and Reds and Whites are steady. Green Onions are steady with a few quality issues.

Red Grapes are steady and quality is excellent. Sugarones are steady, Perlettes are cleared up for the most part, and Thompson and Princess have lightly started with good quality. Eggplant is steady and quality looks good. The markets are pretty active and we are seeing an increase in volume out of Michigan.

Asparagus is higher and the market is active for standard and large sizes. Quality is fair and only 11-pound cases are available. Right now Avocado is excellent and the markets are higher. Larger sizes seem to be more available than smaller ones. Green Bell Peppers are steady now and expected to go up a bit. Reds are steady and lightly trending up as growers are coming off slightly in production. The same is true for Golds. Celery is a firm market and larger sizing still has the best availability. Cucs are steady with good quality.

Citrus is steady overall. Lemons are in full production and supplies are good. Valencia Oranges are steady, demand is good, and supplies are light on small sizing. Limes are steady and supplies are good on all sizes.

Carrots are steady, quality is good, sizing is good, and supplies are steady.

Last but certainly not least, Berries.. The weather over the last few weeks has effected quality of Strawberries from California- ripe fruit is not holding up as long as we are used to. Demand is good with moderate supply. Overall the Strawberry market is firm. Raspberries are expected to be tight in the next couple of weeks. Demand is high and volume is lagging. Blackberries are improving but still have some work to do to catch up with demand. Quality has been only fair. Blues have a weaker market and quality has been good.

## Produce Quiz

I'm the best plant since sliced bread. I am "The supermarket of the swamps" according to the Guru of nuts and twigs, Euell Gibbons, "the cat's meow and the duck's feathers." You'll go wild over my ability to sooth your sore gums and cure your sweet tooth. I feature prime nesting grounds for red-winged black birds and marsh wrens. I also offer material for human shelter and warmth in the form of lean-to's and garments. I was used during World War 1 as an artificial silk, a substitute for cotton, and as a down for gloves and coats. You too can create wondrous and unique garments that will wow and dazzle your friends. I'm a versatile plant because not only can I be used for shelter and garments, I am also used for making baskets to hold your favorite cakes and pastries made from the flour-like pollen of my flowers. One acre of me can provide up to 3 tons of my pollen! My roots are used as a flour or thickener for cooking. When boiled I taste like a mashed potato and when macerated I make a sweet syrup for the pancakes you've made with the flour from my pollen. Eaten raw, my shoots or stalks are like celery sticks and can be used in salads. When roasted, sautéed, or steamed my flavor is very similar to asparagus. My flower spikes can be boiled and eaten like corn on the cob. I am a plant ahead of my time, high in protein, and as versatile as any product could want to be. I'm a year 'round plant, all around, so use my roots in the winter, my shoots in the spring and my flowers in the summer.

**Last Quiz Answer: Tiger Squash**



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