

TESTA PRODUCE Market Report

Outlook for the Week of

**August 14,
2012**



Market Report

This week in produce:

Asparagus is good quality right now and the markets are stronger. Supplies are light but there is still plenty of product, however 11 pounds continues to be the only size available. Avocados are excellent. A new crop out of Mexico, their Flora Loca crop, will be starting up soon, which will have lower maturity and will take longer to ripen.

Apples are excellent and the markets are higher. Demand on Apples is extremely high with back to school demand starting up so make sure you stay ahead on your orders. Pears are steady and good quality; lots of delicious options to choose from: Bartletts, Bosc, and Stark Crimson Pears are all available.

Green Bell Peppers are steady and expected to trend upwards. Red and Gold Bells are both steady and trending upwards but some growers will be coming off slightly in production. Hot weather has affected sup-

plies on all Bell Peppers but demand is still steady.

Berry Updates: Strawberry demand is exceeding supplies and the market is active. Hot weather has caused a problem and harvest numbers will continue to drop weekly. Bruising is showing up on the Berries as well. Straws are only fair right now, with a lower shelf life so it's recommended you only order what you need. Raspberries are expected to have a tight market the next couple of weeks with demand exceeding supply right now. Blackberries also are seeing tight demand with only fair quality- this market will likely stay tight for a little while. Blueberries seem to be firming up a bit. Warm temps in growing areas have caused some quality issues.

Broccoli is steady with competitive pricing and no major quality issues. Cauliflower is steady. Some light brown spotting continues to show up so please be aware of that. Carrots are in good supply with good sizing. Celery is steady with large sizing being the best availability.

Market Report, Cont'd...

Citrus: Lemons are steady. Oranges are steady with Small sized Oranges, 113's and 138's, being very limited right now. Limes have good supplies and good quality.

Cucs are steady with good quality. The market is trending upwards slightly and warm weather has been a factor on production. Eggplant is trending up with light supplies on large and fancy fruit. Red Grapes are steady with light demand and excellent quality. Greens are in good supply, and Thomson, Black Seedless, Red Globe, and Princess are all available.

Green Onions are firm with Pencil sizing being the best availability. Yellow Onions are lower on smaller sizing. Red Onions are strong and Whites are steady. Green Leaf lettuce and Romaine are gaining strength. Romaine is seeing some fringe and tip burn and currently has the most active pricing.

Melons: Cantaloupe is extremely limited this week and Honeydew is going strong. Watermelon is expected to stay steady and demand is still high on Seedless. Rainy weather is expected to slow down production somewhat.

Potatoes are steady across the board with excellent quality. Italian and Yellow Squash have been trending upwards and some growers are reducing production because of the weather. Michigan and Ohio Squash is good volume and the market

is slowly increasing strength. Tomatoes are steady and on the high side, and crop volumes don't seem to be changing too much in the Midwest anytime soon.

Don't forget stone fruits: Peaches, Nectarines, Plums, Cherries, and Apricots are all doing well.

Produce Quiz

I am pretty much a native in Australia and Argentina, but remain beloved in my native Mediterranean home. Even though the Greeks and Romans loved me, today you would only find me in your local Italian market. My head or flower may attract you and you might even whistle at my thistle, but unlike uncle artichoke, it is my fleshy, sliver-gray stalks that taste good. Don't confuse me with that crispy bright celery; for I am more supple and more complex. Combine artichoke hearts, celery and some oyster plant to get an understanding of my flavor. When cooked I am soft and meaty. You don't have to worry about my discolored leaves that occur just beneath my decapitation as they are not edible. While I really don't have an attitude, a good blanch before cooking will make me less bitter. I could also use a peel if my exterior is hard or softly spiked. You can take off all my ugly leaves and tough strings from my inner ribs as well. Then you can treat my leaves like spinach and my stem like celery or asparagus. I blend well hot or cold with light and/or creamy sauces, vinaigrettes, battered and fried or added to soups and stews. I'm low in calories but high in sodium, a good source of potassium, magnesium, calcium and iron. You'll find me most available from winter to spring. I am not celery with an attitude; but I do have to admit I can easily be perceived that way.

Last Quiz Answer: Napoles (Cactus Leaves)



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