

# **TESTA PRODUCE Market Report**

Outlook for the Week of  
**September 18,  
2012**



## **Market Report**

This weekend marks the official beginning of Fall. With the change of season comes a lot of familiar tastes and menu items. Pumpkins, Gourds, and Squash.. Oh My! Make sure you check out our Fall 2012 Flyer for all of your seasonal favorites. It's attached to the end of the market report so take a look at it and get your order in.

Now lets talk produce.

The Apple market is steady and quality is excellent. Macs, Jonamacs, and Galas are now being packed, with Empires and Honeycrisps starting next week. Also Red and Golden Delicious, Fuji, Braeburn, and Granny Smith are around. Washington Apple demands are very strong because of the school demand, so make sure to stay ahead. Pears are good quality right now with markets lower. Bosc and Bartletts are peaking on 100's and larger.

Asparagus is steady with good quality. Jumbos are much better availability. Avocados are at a good volume right now. Quality is excellent and markets are holding steady. Peppers are steady and quality is good. Green and Colored

Bells are trending upward with lighter supplies this week. Gold Bells are settling down and have demand exceeds supply.

Berries are overall higher on all types. Strawberry quality is only fair; product is not holding up like we're used to so order only what you need. Raspberry supplies continue to decrease with good demand, which is firming up the market. Quality is good. Blackberries quality is fair at best and the market looks to stay tight. Blueberries are good quality with a firm market.

Broccoli is steady and quality is good. The market is firm on bunched product and crowns. Light to moderate availability this week. Carrots are in good supply with good quality and sizing. Cauliflower supplies have picked up slightly and are expected to run moderately throughout the week. Larger sizes have slightly smaller availability but overall quality is good. The Celery market is firm and the quality looks good but sizing is lighter, depending on the shipping area.

Moving on to Citrus: Lemon supplies are steady on 140's and smaller with good quality. Valencia Oranges are still steady with sizing

## Market Report, Cont'd...

peaking on larger sizes- Small sizes, 113's and 138's, are very limited. Lime supplies are good on all sizes. Previous rain spells have caused some quality issues in some growing areas.

Cucs are steady with fair quality. The market is settling right now. Weather in growing areas has effected production so demand is still high with lower supplies. Michigan Cucs are still coming through. Eggplant is steady with lighter supplies on larger sizes. Red Grapes are steady with excellent quality. Green Grapes are tightening up. Black Seedless and Red Globe Grapes both have good supplies.

Green Onion supplies out of Mexico have tightened up due to heavy rains hurting crops. This market continues to get stronger. Quality still has a few issues with decay upon arrival. Yellow Onions are steady on all sizes, and quality has been excellent. Reds and Whites are steady in all areas with good supply and good quality.

The Leaf Lettuce market is still steady. Romaine has moderate availability. Romaine Hearts and Carton Romaine are seeing fringe and tip burn. Green and Red Leaf are better this week in supplies. Iceberg Lettuce is firm and expected to get stronger later in the week with reported weights between 42-45 pounds. Pink ribbing and decay issues have been minimal.

Over in the world of Melons: Cantaloupe and Honeydew markets are both higher with relatively good quality. Westside Cantaloupe and Honeydew Melons are extremely limited this week. Watermelons are steady with good quality. The market is trending up and most

availability will be on Seedless bins.

Potatoes are lower with overall really good quality. Colored Potato quality has been excellent. Squash is steady on Italian and Yellow Straight-necks. Previous weather has affected quality and production this week. Volume, demand, and pricing are climbing steadily throughout the week.

As for Stone Fruit: Peaches and Nectarines are pretty much done for the season. Plums are still around for a couple of weeks. California Pomegranates have started with good supply and Per-simmons will start at the end of the month.

Tomatoes are steady with good to fair quality. The market continues to strengthen on round mature Greens and prices on Romas have gone up drastically.

## Produce Quiz

I am a cruciferal. Known to bring good luck to those who ingest me, I am an herbaceous annual plant native to Europe and western Asia. Romans used my seeds as well as my leaves. As a member of the cabbage family I am related to watercress, mustard and radishes. I can grow as high as twenty inches but many times my tender baby leaves are harvested when they are about three inches long. My leaves are similar in shape to a radish or a dandelion, but my nutty, bitter flavor is by far the best. I am a relatively perishable green and should be used a couple days after harvest. Some people store me in a glass of fresh water (like cut flowers) that would be changed daily, but most refrigerate me with a damp cover at my base. We think that's best. Consumed raw, I am a feature in many salads, a component of many other salads, and I combine magically with cheese (goat or parmesan slivers) and citrus (blood or cara-cara oranges). I can even add some zip to your best potato salad. When cooked, I make a great base for fish or beef entrees, or wilted as a side dish. If you're careful I can even be fried. Strong in fiber, I am also a good source of vitamin A, vitamin C, and calcium. As a pharmafood I am considered to have the properties of a stimulant and a diuretic.

**Last Quiz Answer: Cabbage**



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