

# TESTA PRODUCE Market Report

Outlook for the Week of  
**September 25,  
2012**



## Market Report

Fall is the season for Apples, so here's the low down: Washington Apple demands are very strong because the school demand is strong. Make sure to stay ahead on Apples. We have Macs, Jonamacs, and Galas coming in from New York but the sizing is mixed. Honeycrisp and Empires will start soon. Golden Delicious is peaking on 88-113's and availability is improving but still lower. Apple qualities are overall excellent and the markets are steady. Granny Smith numbers are growing with sizing in 80-100's. There are a few Fuji and Braeburns available as well. Pears are steady and quality looks good. Bartlett, Bosc, and D'Anjou Pears are all available. Most Pears are peaking on larger sizes.

Asparagus is good quality with markets higher and active. There is light availability being reported for this week with Jumbo packs very light in supply. Pricing will strengthen up by the middle of the week. Avocados are steady with excellent quality. It's a great time to use Avocados so get creative and incorporate them into fun menu items.

Bell Peppers are steady with overall good quality. The Green Pepper market is trending upward with lighter supplies on larger fruit. The Colored Red Pepper market is steady but growers are anticipating lighter productions because of cooler temps.

Gold Bells are settling but demand exceeds supply currently.

Now for the Berry market. Strawberry quality is fair right now so only order what you need- the product is not holding up the way we are used to. Weather in growing areas is forecasted to be cooler which will slow down harvests, but will firm up the Straws until it warms up. Summer crops are wrapping up and getting ready for fall crop at the beginning of October. The quality outlook on the fall crops looks good. Raspberries are good quality and supplies are decreasing because of high demands. Blackberries are fair quality and demand still exceeds supply. The market should stay tight this next month. Blueberry market is higher and firmer, and quality is good.

Broccoli is steady with good quality. Bunch Broccoli is still short and Broccoli Crown supplies have picked up. Carrot supplies are good and sizing is steady because of the warm weather. Cauliflower market is steady with moderate supplies. Quality is good with some light brown spotting being reported. Celery is steady and quality is good. Smaller sizing continues to demand a higher price.

Citrus, Citrus, Citrus. Ventura Lemon harvests are in full swing and supplies are good. Valencia Oranges are steady and peaking with larger sizes, the small size Oranges 113's and 138's are very lim-

## Market Report, Cont'd...

ited. Lime supplies are good on all sizes but past rain has created some quality issues.

Cucs are steady with good quality. Markets are settling and production is increasing. We will continue to get our Michigan Cucs until the first frost. Eggplant is on a steady trend with lighter supplies on large fruit. Michigan will also continue their Eggplant production until the first frost. The Green Onion market has softened and supplies have picked up. Demand is steady with a split market- pencil sizes readily available and larger sizes are extremely light supply. Yellow Onions are steady and demand has been light. They are peaking on jumbo sizes. Reds are steady in all areas with excellent quality. Most packers are still short on medium Reds. White Onions are steady with good supplies in all areas and quality has been good on all colors.

The Red Grapes market is higher to start the week; quality is excellent. Green Grapes are tightening up as shippers transition areas. Both Red Globe and Black Seedless have good supplies. Stone Fruit is finishing up early this season. Peaches and Nectarines are pretty much done for the season, with some Peaches available. Plums are still available for a few weeks and Pomegranates and Persimmons have started. All available Stone Fruit will be large.

Leaf Lettuce supplies are stronger. Demand is overall light, which has caused the market to soften a bit. Size and weight are improving and quality is good overall. Romaine Heart supplies have picked up. Iceberg Lettuce supplies are steady, which has kept the market stable. Some quality issues have been reported; brown outer leaves and sporadic pink ribbing has been seen upon arrival.

In the world of Melons: Both Cantaloupe and Honeydew will be extremely limited for the next 3 weeks. Any available fruit will be very large with a more prominent green cast than before.

Both markets are higher and quality has been good. The Watermelon market is steady and trending upward. Huge demand on Seedless and most availability is on Seedless bins- Seeded availability is very sporadic.

Potatoes are steady with excellent quality, and supplies remain abundant in all areas. Idahos are peaking on 70's and larger. Russet quality ranges from excellent to average. Most packers are heavier on A-Size Potatoes in all colors. Quality of colored Potatoes has been excellent. Squash is steady and trending upwards on Italian and Yellow Straightneck. Some growers are having gaps and are heavy to larger size products. Past weather has affected quality and production for last week and Yellow Squash has been showing signs of windy and rainy weather affects.

Tomatoes are steady with good to fair quality. Moderating temperatures are increasing nature green Tomato production. Quality is good and prices show signs of decreasing somewhat. Rains have also affected production and quality, however markets remain strong throughout.

## Produce Quiz

I am fruity member of the cucumber family. I am also a native of Africa and I have an old soul. In fact I have been cultivated and eaten since well before 2000 B.C. My marbled skin is thick and rich in color. I am sweet and crisp and my flesh can be vibrant red, pale pink or golden yellow. My fifty plus varieties differ in weight and sizes. My round cousins are the light weights of the family, while my oblong uncles are more plump sometimes even reaching 100lbs. In certain regions, my skin is pickled, candied or fried, but mostly found slurped, moon shaped, ragged and discarded. My smooth little seeds, one of my most prominent features, are not very loyal for they are often found spat, spewed or swallowed. Some of my hybrid varieties carry no seeds at all. If you'll be spending time in the dessert, I'm the companion you'll want to bring along, just make sure your prepared for my diuretic effects. I am also a small source of Vitamin C and Potassium.

**Last Quiz Answer: Sugarcane**



Follow us on:

Facebook: Testa Produce, Inc.



Twitter: @testaproduceinc

**Do you have a Smart Phone? Download the free QR Code Reader App and link directly to our Facebook! TRY IT!**

