

# TESTA PRODUCE Market Report

Outlook for the Week of

**October 2,  
2012**



## Market Report

Overall the Apple market is steady and quality is excellent. Washing Apple demand is strong because there is still a strong pull from the schools. Make sure you are staying ahead on your Apple orders. Macs, Jonamacs, and Galas are available with mixed size profiles, and Empires, Washington Reds, and Honeycrisp are around as well. Washington Goldens are peaking and Granny Smiths will be light. Washington and California Fujis and Braeburns are still around. Pears are steady and quality is good. Bartlett, Bosc, and D'Anjou are available.

Asparagus is higher and active with all supplies having light availability this week. Jumbo packs are light in supply and pricing is expected to increase throughout the week. Avocados are steady and excellent quality. It's a great season for Avocados, but it's winding down soon, so get creative and use them in some fun new menu options. The Green Bell Pepper market is trending upward, and expecting lighter supplies on larger sizes. Red Bell markets are steady but anticipating slightly lighter productions because cooler temps will slow harvesting. Gold Bells are settling but demand still exceeds supplies. Bell Peppers out

of Michigan are looking good.

There have been excessively warm temps in Strawberry growing areas that will affect the quality of the berries being shipped out this week. The product isn't holding up the way we are used to seeing so don't buy more than you are going to use. Shippers are being selective about where they are shipping their fruit because almost all product will be sent out with some sort of issue upon arrival. There are still areas that have steady, good quality Straws coming out. Raspberry supplies are decreasing and the market has firmed up. Rain will hurt crops this week. Blackberries are battling hot temps as well and production is limited; quality of the Berries will be hurt as well. Blueberries have good demand with lighter supplies and a firm market.

Broccoli demand has picked up and the market is up. Bunch Broccoli and Crown Broccoli are both available. Carrots are in good supply with good quality. Sizing has been steady with the warm weather. Cauliflower is a firm market with moderate supplies and good quality. The market should be getting stronger throughout the week as demand increases. Celery is lighter on smaller sizes but the market is overall steady

## Market Report, Cont'd...

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Ventura Lemons are at full production and supplies are good with good quality. Valencia Orange harvests remain steady- sizing is peaking on larger sizes and small Oranges, sizes 113's and 138's, are extremely limited. Lime supplies are steady on all sizes but past rain has caused some quality issues.

Cucs are settling and production has increased. The markets are steady and quality is good. Michigan weather has been cool which has kept prices on the floor. The Eggplant market is steady with lighter supplies on large fruit - demand has remained steady. Red Grapes are slightly higher this week and quality is excellent. Greens are tightening up as shippers transition from Thompson and Princess varieties to the Autumn King and Pristine varieties. Black Seedless and Red Globes are both in good supply. Green Onion volumes have increased and pricing has come down. Demand is steady but the market is split with larger sizing being tighter and pencil sizing being readily available.

Leaf Lettuce markets are lower and overall supplies are good. Romaine Hearts supplies have picked up and quality has been good. Iceberg Lettuce supplies are steady with fair quality. Some reports have come in of brown outer leaves and some pink ribbing has shone up on arriving product.

Cantaloupe and Honeydew will be extremely limited for the next three weeks. Quality is good on both melons. Watermelon is steady with good quality. The most availability will be on Seedless Watermelon bins.

The Yellow Onion market is flat in all areas on all sizes, however demand has been relatively light. Reds are steady in all areas with some areas having deals on Jumbo sizing. White Onions are steady in all areas. Quality is good on all colors. Potatoes are steady and quality is excellent. Squash is steady with the markets trending upward on both Italian and Yellow Straightnecks. Quality has been good, but some growers are experiencing gaps in production.

Stone Fruits are finishing up. Nectarines are done for the season, Peaches are still around but finishing up. Plums will be available for the next few weeks. Any Stone Fruit that is available right now is going to be large in size. Pomegranates and Persimmons have started up. Tomatoes are steady right now with good quality.

## 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**



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