

TESTA PRODUCE Market Report

Outlook for the Week of

**October 16,
2012**



Market Report

Strawberry quality and supply is a huge issue industry-wide right now. Rain and heat in California have been a problem for growing areas and they expect the heat will be around through the end of this week. Stem Straws are very limited and will stay that way for a few weeks. Blueberries are limited right now, but once weather in Argentina settles down a bit, supplies will be better. Raspberry supplies are moderate and the markets are steady. Blackberries are lower with only fair quality.

Asparagus markets are softer with better supplies coming in the rest of this week. Jumbo packs are light in supply and pricing will be competitive throughout the week. Avocado is steady with excellent quality.

Washington Apple demand is still strong, so make sure you continue to stay ahead on your orders. Overall Apple markets are steady and quality is excellent. Galas, Empires, Honeycrisp, Golden Delicious, Red Delicious, Granny Smith, Fuji, Braeburn,

and a few Pink Ladies are around, but coming from various growing regions with different sizes and volumes. Pears are steady. Bartletts from California are done for the season but there are still Boscs coming out of Cali. Washington has Bartletts, Bosc, Red Pears, and D'Anjou's.

The Green Bell market is steady and trending upwards. Lighter supplies on larger product is showing up because of field transitioning. Colored Bell Peppers are steady and trending up as well. Right now, demand slightly exceeds the market. Gold Bells are settling but are still in a demand exceeds supply situation.

Broccoli is steady on bunched product and crowns and quality is good. Carrots are in good supply with good sizing and a steady market. Cauliflower is steady and quality is good. Supplies are good on 12 counts and there are some deals available for this size. Celery is steady with smaller sizing being higher priced.

Small Valencia Oranges are extremely limit-

Market Report, Cont'd...

ed and Navel crops are starting up. Orange markets are steady and quality is good. Lemons are lower and the Ventura crop is winding down. Lime supplies are good on all sizes. Nectarines and Peaches are done for the season. Plums are still available but limited. California Pomegranates are in good supply and Permissions have started but are in light supply right now.

Mature Green Tomato picking is seeing some slight quality and maturity deficiencies because of the weather in growing areas- markets will be higher through the end of the month. Sugar Snap Peas are very tight in production throughout this week.

Cucumbers have settled and are on an upward trend. Eggplant is steady and quality is good. Red Grapes are higher and quality is excellent. Green Grapes are still available with higher markets. Black Seedless and Red Globe Grapes are both in good supply as well. All Melons are extremely limited. Watermelon is steady and demand is still high on Seedless.

Green Kale will have light availability for the next two weeks. Leaf Lettuce supplies are good and the market is steady. Sizing and weights are good in all areas. Romaine Heart supplies have picked up. Warm temps may affect crop quality. Iceberg Lettuce has become more active. Warm temps have also affected yields and will eventually make pricing stronger.

Green Onion production is good; the mar-

ket is steady and competitive. We have a split market this week with pencil sizing readily available but larger sizes more difficult to get. Yellow Onions are steady and quality is excellent. Potatoes are steady and quality is excellent. Squash markets have been steady with good quality.

Produce Quiz

I don't pump blood. And I never mastered that sleight of hand trick. Although I am often not the center of attention, I am always the center of the tree. While I have over 40 relatives only 20 of us are capable of producing this. Enjoyment of my soft velvety texture requires total annihilation of my parent plant, and complete removal of my center. In South America, I am grown for this exact purpose, but the rest of the world obtains me through felling. On some Indian reservations (the only place I am harvested in the United States) I am simply shipped as a cross sectioned slice of my tree, then bussed to my destination. Talk about culture shock! It takes us ten to fifteen years to grow and you kill me for my one or two pounds of product. Then you have the audacity to complain about my cost. I am located at the base of my large leaves and my entire plant might be up to 32 feet and weigh over 6 pounds. But, by the time you remove my inedible fibrous husks to reveal my sought after pith you are left with barely a kilo. I am extremely delicate and provide a wonderful crunchy, nutty flavor. Blanch me first to avoid my bitterness. Often served fresh as a salad by myself with a drizzle of hollandaise or vinaigrette. I can also be cooked in my leaves. Pickled and fermented to form a sort of cheese, braised, sautéed, fried or steamed. While I am most convenient when canned, I can also be found in vacuum packed bags or in water. My external layer turns brown very fast when exposed to fresh air so avoid that or simply peel off my outer layer to reveal new clean flesh. While my trees are steadily dying, my culinary popularity is steadily growing.

Last Quiz Answer: Epazote



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