

TESTA PRODUCE Market Report

Outlook for the Week of

**October 23,
2012**



Market Report

Fall is in full swing, and we still have your fall favorites in house. Make sure you take advantage of those great items before time runs out. Looking for a fun way to decorate your kitchen for Halloween week? We are raffling off 5 Cinderella Pumpkins! All you have to do is send an email to Courtney, our Corporate Chef, at courtneyb@testaproduce.com and tell us what creative way you would use the pumpkin and you could win! See the attached flyer. Make sure we have your submission by noon on Thursday October 25th to be eligible for the prize.

Now for the produce markets. Sugar Snap Peas will be very tight in production throughout the week. Broccoli is steady and quality has been favorable. Carrots are in good supply with good sizing as well. Cauliflower is steady with the best availability coming in 12 counts; quality is good with some minor spotting showing up, but pricing is expected to remain steady throughout the week.

There is an industry wide quality issue with Strawberries coming from California because the fruit is not firming up. Quality should slowly improve later this week as cooler nighttime temps return. Demand will likely exceed supply for a while due to weather. Raspberry supplies and demand are moderate with good quality, and the markets are steady. Blueberries are limited but supplies should improve later this week. Blackberries are increasing supplies but the market is weakening. Quality is being reported as fair.

Asparagus is steady and available in standard sizing; quality is good. Avocado is steady and quality is excellent. Bell Peppers are steady and quality is good. Green Bells are trending upwards, with some lighter supplies expected on larger product. Colored Red Bells are upward trending as well. Colder temps and rain will slow harvesting. Gold Bells are settling but demand still exceeds supplies.

Overall, Apples are steady and quality is excellent. Washington Apple demand is very

Market Report, Cont'd...

strong because we are still seeing a pull from the school demand. Pears are steady and quality is good. Melons are extremely limited with only fair quality. Watermelon is steady and quality is good.

Celery has remained unchanged and smaller sizes are still lighter in availability. Quality is good. Cucs are steady and on an upward trend with good quality. Eggplant is steady and quality is excellent. Red Grape markets have leveled off and product is limited. Green Grapes are still limited and there might be a gap in the upcoming weeks. Black Seedless and Red Globes are both in good supplies.

Ventura Lemons are winding down and size is still heavy on smaller fruit sizes. Valencia Oranges are beginning to drop and small Oranges are very limited. Lime supplies are good on all sizes. Nectarines and Peaches are done for the season. Plums still have some light availability and Pomegranates have started with good supplies. Persimmons have also started with Fuyu and Hachiya available.

Green Onions are seeing good supplies out of Mexico; this market is steady and competitive. Yellow Onions are steady on all sizes in all areas; some supplies have discounts on products of various sizes. Yellow Onion demand has been strong lately. Red Onions are steady in areas as well. White Onions are steady in all areas with good supplies. All colors are good quality in all areas. Tomatoes are steady with good quality.

Leaf Lettuce is steady and quality is fair. Due to recent rain, suppliers might be a little tighter mid-week this week but should be in pretty decent shape. Size and weight of product is good in all areas, but quality rain could affect quality at some point. Iceberg Lettuce is higher and the quality is just fair. There have been some reports of issues upon arrival. Potatoes are steady with excellent quality. Squash market is unsettled right now on Italian and Yellow Straightneck with adequate supplies.

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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