

TESTA PRODUCE Market Report

Outlook for the Week of

**October 30,
2012**



Market Report

Last week we had a fun fall giveaway and raffled off some Cinderella Pumpkins. We had people send in their most creative ideas about what they would do if they won this huge pumpkin and the 5 most creative ideas won! Congrats to our winners: Brian Reed (Country Club of Peoria), Jacque Morgan (Eurest), Dean Jaramillo (Quentin Road Bible Baptist Church), Gene Leicht (Brookdale Senior Living), and Nathan Hawkins (Bloomington Country Club). Can't wait to see pictures of how they all turned out. Wishing everyone a spooky, safe Halloween.. don't let the kids (or yourself!) eat too much candy.

Overall our Berry markets are steady. There is still an industry wide problem with quality and supplies of Straws out of California- but the quality is improving slightly. Raspberries and supplies are moderate and the market is steady. Blackberries are fair quality with a weakened market. Blues have improved and quality is being reported as good. Domestic Stone Fruit is done for the season. Persimmons and Pomegranates are still available and good quality. Both Cantaloupe and Honeydew Melons are limited and quality is only fair. Watermelon is

steady but seeded availability is spotty.

Apple markets are steady and quality has been excellent. But yep, you guessed it, the school demand is still affecting our Washington Apple supplies; so make sure you are still staying ahead on your orders. There are a lot of Apple options out there but make sure you call us to ask about the specific ones we have in right now: Galas, Empires, Golden Delicious, Granny Smith, Fujis, Pink Ladies, Macouns, McIntosh, and Red Delicious. Nothing is guaranteed so make sure you talk to your sales rep to see what we can do for you! Pears are steady right now too, with good quality.

Sugar Snap Peas will be very tight in production throughout the week. Asparagus is higher and active and quality is good. Jumbo sizing is light and standard sizing will be the most readily available. Avocado is steady and quality is excellent. Bell Peppers are steady and quality is good. Green Bells are trending upward. Expect lighter supplies on larger product. Colored Red Bell Peppers are trending upward as well. Golds are settling but demand is still exceeding supply.

Broccoli is steady and firm and quality is good.

Market Report, Cont'd...

Carrots are in good supply, the market is steady and firming and we are seeing good quality. Cauliflower supplies are lighter but pricing is stronger. Demand has picked up and quality has been favorable. Celery is a higher, stronger market and quality has been good.

Ventura Lemons are winding down and the market is overall lower. Valencia Oranges are finishing up while Navel crops have started for some shippers, and the rest will be starting up fully in the next couple of weeks. Limes are good on all sizes. The Red Grape market has leveled off but product is limited. Green Grapes are still limited and there may be a gap in the coming weeks. Black Seedless and Red Globes are both in good supplies.

Cucs are steady and settling and quality is good. Eggplant is steady and quality is good. There is lighter supply on some product from our western growing areas, but our eastern Eggplant has excellent quality and volume with steady demand. Green Onions are steady but quality is fair. Good production is coming out of Mexico. Yellow, Red, and White Onions are all steady with good supplies available and good quality.

Leaf Lettuce is steady but quality is only fair. Sizes and weights are good in all growing areas. The Lettuce market is firm and quality is fair. There has been some quality issues reported such as: brown butts, discoloration, ribbing and light weights. Please be aware of these potential issues. Potatoes are steady and quality is excellent. Idaho is peaking on larger counts and steady on larger sizes. Russett quality has been good in all areas. Now is a good time to get ahead on smaller counts before the Thanksgiving rush sets in.

Squash is steady and good quality. The market is unsettled on Italian and Yellow Straightneck right now with adequate supplies. Tomatoes are steady with good to fair quality.

We have an exciting potential opportunity to add fresh chickens to our product lines, however, we want to see what the demand is like out there. If you could please take a minute to fill out the survey attached to this market report and answer a few questions, we would greatly appreciate it. Surveys can be sent to kellys@testaproduce.com.

Produce Quiz

The first time I was consumed was approximately 800 BC, on archaeological sites in Peru. I have over 150 varieties and I am native to tropical America. As a member of the myrtle family my tree can grow thirty feet high and I have incredibly aromatic flowers. Europeans loved me when I arrived in Haiti and later became established in India and Southeast Asia and have remained popular there ever since. Today I am also grown in Hawaii, Southern Florida and Southern California. I can vary in size and color but usually I range from apple to plum in diameter. Some of my varieties are strawberry and pineapple. My taste is sweet and tart (but I'm not a candy) made possible by my essential oil eugenol which is also found in cloves. I have a musky odor and many gritty seeds. Many folks will just devour me out of hand, but I am really wonderful when cooked. I am stewed or preserves in jams, jellies or made into a paste. I can be used in sweet or savory dishes. In Mexico, I am a favorite combined with sweet potato. I am used in fruit salads, pies, puddings, tapioca, ice-cream, yogurt and beverages. Known for my astringent and laxative properties, I'm an excellent source of Vitamin C and Potassium.

Last Quiz Answer: Monstera



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