

TESTA PRODUCE Market Report

Outlook for the Week of
**November 14,
2012**



Market Report

Asparagus is higher and quality is good. The market is stronger and demand exceeds supplies. Standard sizing is readily available. Avocados are steady and quality is excellent. Bell Peppers are steady and quality is good. Green Bells are trending upward and lighter supplies on larger sizes are expected. Expected weather may affect harvests and production. Colored Red Bells are also trending upward. Extreme demand is exceeding the market. Gold Bells are settling.

Strawberries are higher and quality is fair. Rain has hurt quality and harvest numbers to start this week. There is an industry wide problem with quality and supplies of Straws shipping out of California. Bruising, light decay, green tips and white shoulders are showing up so please be aware of that. Stem Straws are limited and will likely be for a couple of weeks. The Mexican growing area is starting to come into play soon and quality is expected to be good. Raspberries are steady and quality is good. Blackberries

are steady, quality is fair, and rain in growing areas has interrupted production slightly. Blueberry supplies have improved overall and the market is steady. Quality is good.

Broccoli is steady and quality is good. Pricing is expected to get stronger by the middle of the week. Carrots are good quality and the market is showing signs of firming. Cauliflower is higher and quality is fair. Supplies are light to moderate and demand is up. Some brown spotting has occurred. Celery is stronger and quality has been good.

Ventura Lemons are done. Desert crop is steady and quality is good. Size is heavy on smaller fruit, but larger size availability is getting better. Navel Oranges are lower but quality has been good. Product has been testing well, but color is slow to come. Lime supplies are good on all sizes. Domestic Stone Fruit is done for the season. Hichiya and Fuyu Persimmons are available as well as Pomegranates with good quality.

Melons are still limited. There are fewer Cantaloupe shippers now than there have

Market Report, Cont'd...

been in the past but there is some limited quantities available. Honeydew has decent availability out of Nogales. Watermelon is steady and mostly available in cartons. Seeded Watermelon is sporadic. Quality has been good for all melons.

Cucs are steady and quality is good. Eggplant is steady and quality is good. Supplies are expected to be lighter on larger product due to field productions. Red Grapes have leveled off but product is still limited. Green Grapes are still limited and there may be a gap coming up in the next few weeks. Black Seedless and Red Globes are both in good supply.

Green Onions are firm and suppliers have good production out of Mexico. Pencil size is readily available while larger sizes are tighter. Onions are higher and the quality is excellent. The Thanksgiving pull has started so demand is a little stronger. Red Onions are steady and cheaper on Jumbos. White Onions are steady with good supplies in all areas. Good quality has shown in all areas on all colors.

Leaf Lettuce is steady and quality is good. Sizing and weights are being reported as good as well. Weather has been ideal for growing. Iceberg Lettuce is steady and quality is only fair. There have been some issues such as brown butts, discoloration, and ribbing so please be aware of those. Idaho Potatoes are steady; however there is less availability on smaller counts because of the Turkey Day pull. Overall, quality has been excellent and markets are

steady.

Squash is steady and quality is good. The market is trending upward on Italian and Straightneck because of weather in growing areas. Tomatoes are steady and quality is fair to good. Right now the Palmetto/ Ruskin mature green crop is getting a lot of attention. Sizing is trending more towards extra large sizes, and quality has been good, but yields are not plentiful just yet.

Apples are steady and the quality is excellent. Pears are steady and quality is good. Washington Bartletts are still producing larger fruit. Washington D'anjous, Bosc, and Red Pears are all available.

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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