

TESTA PRODUCE Market Report

Outlook for the Week of
**November 20,
2012**



Market Report

During this Thanksgiving week I hope everyone stops to take a moment to reflect on the things they are most thankful for in their lives. This has been a year filled with ups and downs, but at the end of the day, it's the people that you have by your side through it all that you can be thankful for. Happy Thanksgiving everyone, and happy eating!

And now moving on to the world of produce...

Apples are steady and the market is excellent. New York is packing Gala's, Empires, Golden Delicious, Macouns, Red Delicious, and McIntosh Apples. Most fruit from New York is larger with the exception of McIntosh. Washington has some good fruit available as well: Reds, Golden Delicious, Granny Smith, Gala's, and Fujis, Pink Ladys, Cameos, Jonagolds, Braeburns, Romes, and Jazz to name a few. Some fruit is coming out of California as well. Pears are steady and quality is excellent. Washington Bartletts, D'anjous, Bosc, and Red Pears are all available.

Asparagus is higher and the quality of the produce is good. Prices remain high. Avocado is steady and quality is excellent. Most product is coming from Mexico with some Chilean product starting up. Bell Peppers are steady and quality is good. Green Bells are trending upward; weather might be affecting harvesting and production. Colored Red Bells are

trending upward as well. Gold Bells are settling but demand continues to exceed supplies. Florida quality has been excellent and demand and prices are steady.

There is an industry wide problem with quality and supplies of Strawberries. Sizing is running very small. Stem Strawberries are very limited. These issues are likely to continue into the first few weeks of December. Raspberries have tightened up supplies as a result of increased demand. Blackberry supplies range depending on the shipper, however quality is still good across the board. Blueberries are tight for most shippers. The market is stronger with limited availability and quality is good.

Broccoli is higher, prices remain strong, and quality has been favorable. Cauliflower supplies are extremely tight and prices are going up daily due to raw product supplies. Demand is up and the market is extremely active. There have been some quality complaints of brown spotting but nothing too extreme. Carrot supplies are good and demand is getting better as the market firms; quality looks good. Celery is steady and the quality has been good. Smaller sizing continues to have light availability.

Ventura Lemons are done. Desert crop volume is good and sizing is heavy on small sizes. Quality is good and improved availability on larger Lemons is starting up with a few shippers. Navel Oranges continue to increase in volume and quality is good. Limes supplies rapidly dropped due to rains in Mexi-

Market Report, Cont'd...

can growing areas. Many shippers are not receiving any this week.

Cucs are steady and quality is good. Production has increased with new acreage coming up. West coast weather has put a damper in production and harvesting. Eggplant is steady and quality is good. Lighter supplies on larger sizes can be expected and cold weather will likely show down production in some areas. Eastern markets should stay strong.

The market is steady on Grapes. Shippers have finished harvests for the season on Red and Green and are pulling from storage. Greens are limited. Brazilian Greens have started with good quality but are higher priced. Black Seedless Grapes are in good supply while Red Globes are limited. Domestic Stone Fruit is done for the season. Hichiya and Fuyu Persimmons as well as Pomegranates are available with good availability and quality.

Green Onions are stronger and supplies have lightened out of Mexico. Looks like we're dealing with a split market on this commodity. Yellow Onions are higher and demand has been strong. Jumbo and Medium Reds vary in availability depending on the growing areas. White Onions are higher. Quality has been good in all areas.

Melons are finished up in the desert and moving to offshore fruit. There is limited availability of west coast Cantaloupe Melons with pretty good quality. Honeydew is lower and quality is good. Watermelon is steady and demand exceeds supply on Seedless. Seeded availability is sporadic but quality has been good.

The Leaf Lettuce market is steady and they move growing areas. Quality is ok and should get better throughout the week as weather has been favorable. Iceberg Lettuce is stronger but some quality issues are still apparent: brown butts, discoloration, and ribbing. Potatoes are steady and quality is excellent. Idaho is steady on all sizes and is peaking on larger sizes. Washington market is also steady and heavy on large counts. The Colorado market is

slightly higher but steady overall. California, Wisconsin, and Minnesota are all still producing Reds, Golds, and Whites. Russet quality has been excellent in almost all areas.

Squash is trending upward on Italian and Straight-neck. Weather in western growing areas has slowed down supplies, but they seem to be improving slightly. The eastern market has slowed down because of cool weather. As weather warms up, availability should start to improve. Tomatoes are steady and quality is good. Just about all California Mature Green Tomato shippers are done for the season.

Produce Quiz

I taste best! I belong to a group that has over 600 genuses, and 13,000 species, so being number one is quite an achievement. My family and I have been cultivated for the past 11,000 years. Contrary to my name, my particular species originated in Central and South America. Like potatoes and maize, I was a present to Europe, not a native as so many were compelled to believe. I can be found cultivated in Mexico and Guatemala, but when I'm wild I reach for the sky. It was only after the 1500's when the Spanish came to the New World that I was introduced to Europe and Asia. Misnamed and mispronounced seems to be my lot in life. Not even the European will partake of me, but humanoids have come to hold me in high esteem as a culinary delight. I have a rich green color with a slight bloom to my skin. I am a fast grower, so many cannot figure out why sometimes I am in short supply. I require warm soil to germinate, which can be accomplished indoors, then transplanted to warm fields. I am a self-pollinator, so I do not need a mate to keep me happy. As long as you pluck me regularly, I will continue to produce. I am a high-end alternative used in nicoise salad. To the palate I am silky and smooth and tender when young and can be eaten raw in salads. Otherwise I can be steamed, marinated, or pickled. Like all my relatives I am high in folic acid, potassium, iron, and magnesium. I also supply thiamin, zinc, copper, and I am a rich source of fiber and vitamin C. My price usually soars every holiday because it can. That's what comes from being the best.

Last Quiz Answer: Paw Paw



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