

# TESTA PRODUCE Market Report

Outlook for the Week of  
**November 26,  
2012**



## Market Report

As I write this I might still be in a slight food coma from the delicious holiday meal that I enjoyed this weekend. And let's not forget all the leftovers.. which some could say is the best part. I hope that everyone had a wonderful Thanksgiving and are ready to jump into the next crazy time= The Winter Holiday Season aka The Christmas Rush! We have everything you need to be prepared for the holidays so take a look at our attached winter flyer and make sure you get your order in!

Here's what's happening in the markets this week.

Apples are steady and quality is excellent. New York is packing Galas, Empires, Golden Delicious, Macouns, Red Delicious, and McIntosh with some limited availabilities of Cortlands, Statmens, Crispins, and Red Romes. Just about everything coming out of New York is large. Washington Reds, Goldens, Granny Smith, Fuji, Pink Ladys, Cameos, Jonagolds, Braeburn, and Jazz are all available as well. Pears are steady and quality is good. Bartletts, D'Anjous, Bosc, and Red Pears are all available.

Asparagus is steady and quality is excellent. Avocados are steady and quality is excellent. Mexico is the main source for Avocados right now with some Chilean product starting to sprout up. Bell

Peppers are steady and quality is good. Green Bells are trending upwards with lighter supplies on larger sizes. Colored Reds are also trending upward with lighter production expected as cold weather makes its way through growing regions. Gold Bells are settling but demand still exceeds supplies.

There is still an industry-wide problem with quality and supplies of Strawberries shipping out of California. Right now we are in the lowest production point of the year. This includes Stem Straws, which are very limited due to small sizing. Raspberries are lighter demand with moderate supplies keeping the market steady, but quality has been good. Blackberry supplies range depending on the shipping area however quality has been good across the board. Blueberries are higher and quality is good. Supplies have tightened up for most shippers.

Broccoli is lower and quality is good. Carrots are higher and quality is good; demand has been much higher. Cauliflower is active and demand is up. Cauliflower supplies are extremely tight with prices going up daily due to raw product supplies. There has been some complaints of brown spotting however so be aware of that. Celery is steady and quality is good.

Ventura Lemons are done for the season and desert crop volume is good. The market has been steady. Navel Orange volume is increasing with favorable

## Market Report, Cont'd...

quality. Limes supplies are only fair with some quality issues; overall the market is firm.

Cukes are steady and quality is good. Although production has increased, weather on the west coast has put a damper in harvesting. Eggplant is settling as supplies are increasing- quality has been excellent. Green Onions are firm and supplies have lightened out of Mexico. We have a split market with pencil sizing being available but larger sizes harder to come by. Yellow Onions are steady and trending upwards with production leaning towards larger sizes. Reds are higher and White Onions are steady and strong. Quality has been good on all colors in all areas.

The market is steady as Domestic Red and Green Grapes are finishing up quickly. Greens are still very limited. Brazilian Greens have started with good quality, but high prices. Black Seedless are good and in good supplies, but if you're looking for Red Globes, they are very limited.

Leaf Lettuce is firm to begin the week with quality being good- Weather has been ideal for growing. Iceberg Lettuce has been higher. Weights have been lighter and demand has forced growers to start harvesting a little earlier. Some quality issues we have seen are brown butts, light weights, discoloration, and ribbing.

Melons are finishing up in the desert and moving to offshore fruit. Some limited availability on larger fruit is available on the west coast and so far quality has been good. Honeydew is steady and quality is good. Desert product is finishing up, good availability is coming out of Mexico and offshore has started on the east coast. Watermelon is steady and demand still exceeds supplies on Seedless. Seeded availability is sporadic.

No more Domestic Stone Fruit for the season. Hichiya and Fuyu Persimmons and Pomegranates are available with good quality. Offshore Apricots and Cherries are available but very

expensive. Tomatoes are steady with fair to good quality. There was a growing region transition from California to Florida but demand is still good. Florida's Mature Green crop is supposed to be excellent quality. Roma Tomatoes are finally stable after some up and down action in the last weeks, and Grape and Cherry Tomatoes are in good supply and excellent quality.

Potatoes are steady and quality is excellent. Idaho, Colorado, and Washington are steady on all sizes. Russets have been excellent quality in all areas. California is packing Whites and Golds but is nearing the end of the season. Overall, Colored Potato quality has been great in all areas. Squash is still unsettled on Italian and Straightneck varieties. As new acreage starts harvesting, supplies should be improving, however there might be a slight, unexpected gap. Overall demand is strong, markets are steady, and quality is good.

## Produce Quiz

One of my earliest appearances is estimated to have been around 3400 BC. My first sighting was in Tehuacan that is south of Mexico. Almost immediately someone was spotted me in Peru. Today I am primarily cultivated in South America and Europe. For the most part I am a long trailing or climbing plant, but a few of my relatives do the bushy thing. Yellow flowers and large shallowly lobed leaves protect me from the elements and snoopy passers-by. As a member of the cushaw family I have a smooth, nutty taste that is well complimented by cinnamon or nutmeg. By category, winter is in my name, but I am harvested during two other seasons. When harvested in summer I am tender and best suited for stewing, boiling, or baking in a pie. When I am harvested in autumn it is often fashionable to split me in half, parboil me (yooouch!), then stuff and bake me. My second harvest yields good meat for jams, preserves, or pickles. I am best when 10 to 12 inches long and about 5 inches in diameter. With a body shaped like a pear, my pale, tan, smooth skin peels easily to reveal my beautiful, finely textured, sweet, orange flesh (stay away if my skin is tinted green; it means I'm not yet ready). I am a great source of beta-carotene I am also a good source of Iron Riboflavin along with vitamins A & C. Most likely you will enjoy me in one form or another on your turkey table.

## Last Quiz Answer: French Beans



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