

# TESTA PRODUCE Market Report

Outlook for the Week of  
**December 10,  
2012**



## Market Report

You know we always love to keep you in the loop, so we have exciting news to report. Testa Produce is transitioning our tofu line to Chicago's own Phoenix Bean Tofu. Phoenix Bean has been producing handmade, small batch tofu on North Broadway Avenue for 20 years. Besides being Local, Phoenix Bean's exceptional quality products are made with non-GMO soy beans grown right here in Illinois. You will find this 100% pure tofu to have less water, more flavor, and higher integrity than any commercial product available. We trust you will enjoy this tofu as much as we do. Please visit Jenny Yang's website to learn more about Phoenix Bean's high quality products. <http://www.phoenixbean.com/main.html> and make sure you talk to your Testa sales Rep if you have any other questions or want to start ordering Phoenix Bean Tofu!

Apples are excellent and the market is higher. New York is still packing Empires, McIntosh, and both Red and Golden Delicious Apples, with some Courtlands and Red Romes available. Small Granny Smith and small Gala Apples are extremely short right now. Just about everything coming out of New York are

larger sizes. There are options out of Washington as well: Reds, Granny Smith, Golden, Fuji, Pink Ladys, Cameos, Jonagolds, Braeburns, and Jazz just to name a few. Pears are higher and quality is good.

Asparagus is higher and quality is good. Avocado is steady and quality is excellent. California is done for the season, some product is coming from Chile, but the major supplier right now is Mexico. Green and Red Bells are steady with light supplies. Gold Bells are settling but demand still exceeds supply. Overall, Bell Peppers have been good quality.

There is an industry-wide problem with quality and supplies of Strawberries shipping out of California, and overall, Strawberries are higher and quality is fair. Quality issues such as water soak, decay, mold, bruising, white shoulders, and green tips are showing up. Product isn't holding up so only order what you need. Stem Strawberries are very limited. This is currently the lowest production point of the year. Supplies should slowly start to increase moving forward as long as Mother Nature plays nice. Raspberries are steady and quality is good. Blackberry supplies are plentiful for the most part with a wide range of prices. Blues are

## Market Report, Cont'd...

good quality and the market is higher. Some supplies are tight but availabilities should increase in the upcoming weeks.

Broccoli is steady with strong supplies. Great time for this product! Carrots are steady and quality is good. Cauliflower is steady. There have been some quality complaints but overall, supplies should stay pretty good. Celery is steady and quality is good. Smaller sizes show the lightest availability. Desert Lemon crop is good volume and quality is good and availability is increasing. Navel Oranges are steady and quality is good. Lime supplies are fair with some quality issues being reported. Overall, the market is firm.

Cucs are trending upward with production levels increasing. The market should remain steady with good quality. Eggplant is settling with increasing supplies and excellent quality. Domestic Green and Red Grapes are finishing up over the next few weeks; color on this product continues to be a problem. Brazilian Greens have started on the east coast, Peruvian Red and Greens have started as well. Black Seedless are good supplies while Red Globes are limited.

Green Onions are steady with productions from the Mexico region. There is a split market with pencil sizing being readily available and larger sizing harder to come by. Washington and Idaho Yellow Onions are higher and the market is stronger. Make sure to stay ahead on Yellows and Reds as demand picks up. White Onions are steady and strong in both areas. Quality on all colors in both areas has been good.

Leaf Lettuce is steady and production has

finished in Salinas. Romaine Hearts continues to have some bleaching issues and the hearts aren't cupping properly. Iceberg Lettuce is steady with good quality. Demand is on the light side with some quality issues such as brown butts and pinking lightly upon arrival. Cantaloupe is steady and quality is good. Offshore product is coming in good volume. Good availability on Mexican Honeydew is coming in. Offshore Melons have started with mostly large fruit available.

Potatoes are lower and quality is excellent. Don't forget Hichiya and Fuyu Persimmons and Pomegranates. There are some offshore Apricots and Cherries available as well, however they are pretty pricey.

## Produce Quiz

I am the fruit of the Soapberry tree. I am native to China, but today I am cultivated all over the globe. My single black seed is surrounded by smooth aromatic and juicy opaque flesh while covered by a rough, slightly spiked, leathery reddish pink shell. I have a wild cousin who grows hair on his shell, but he often has to get radiated to travel so you don't see too much of him. I have been referred to as a nut, but I look more like a mutant strawberry. Eaten fresh I have a sweet acidic musty flavor and I get devoured out of hand or in fruit salads. You will also find me canned in a dried form where my pulp turns black and my flavor becomes similar to that of a Muscat grape. I am rich in vitamin C.

**Last Quiz Answer: Lavender**



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