

TESTA PRODUCE Market Report

Outlook for the Week of
**December 18,
2012**



Market Report

It's not too late to get all those last minute needs to make this holiday season bright. For a limited time only, we are having a sale on a few things to help you during this hectic season. For those last minute decorating needs we have 25' Red Cedar Roping on sale for \$18. Also, in need of Canadian Bacon Logs to add to those holiday breakfast dishes? We have them on sale for \$17.85. Make sure you place your order ASAP. Once these great deals are gone, they're gone. Now here are your market updates.

Apples are excellent quality with higher markets. New York is packing Empires, Golden and Red Delicious, Romes, and McIntosh, with limited numbers of Courtlands. Everything out of New York, except the Macs, are coming in large. Washington Reds are peaking on 88/100s and Golden are heavy on that size as well. Small Granny Smith and Small Gala Apples are extremely short. Fuji volume is up this year so deals might be available there. Pink Ladys, Cameos, Jonagolds, Braeburns, Romes, and Jazz are all available as well. Pears are higher with good quality. Bartlett supplies are light, Washington D'Anjous are heavier on the larger sizes and both Bosc and Red Pears are still available.

Asparagus is higher on all sizes and quality is good. Jumbo sizing is still unavailable in certain growing areas, but your best bet is standard sizing, its most readily available. There will be light supplies throughout the rest of December. Avocado is excellent quality right now with steady markets. Good volume is coming out of Mexico and that area is the major supplier of this item right now.

Green Bell Peppers are unsettled coming from the West

coast and it looks like the market is moving upward with very good supplies. Colored Red Bells are steady with light supplies, but growers are expecting an increase in production. Gold Bells are settling but demand still exceeds supply. Very few Bells being shipped from the East coast currently.

We are currently in the lowest production point of the year and wet weather in all areas has affected growth. Berries are being harvested in California, Florida, and Mexico at this point. Mexico is in the best shape but isn't able to produce enough to meet demand. Florida is next with numbers light but getting better and California is the biggest problem child with an industry-wide problem concerning quality and supplies of Strawberries currently shipping out of California. Only order what you need right now because the Berries aren't holding up like they should. Raspberry demand is starting to pick up as supplies drop and quality is only reported as good. Supplies are steady on Blackberries for most shippers with a wide range of prices. Blueberries are tight to start this week but should get better. The market is peaked now and should go down from here.

Broccoli is steady and quality is good. Strong supplies and deals are being offered from some of our shippers and there have been no quality issues reported. This is a good time to promote this commodity. Carrot supplies are lighter and the market is firm. Quality has been good. Cauliflower is a stronger, higher market with all shippers. Demand has picked up for the holiday with some complaints of quality issues. You might see some brown spotting upon arrival so please be aware of that. Celery is active, the market is higher, and the quality is good.

Market Report, Cont'd...

Lemons are steady and quality is good. The desert crop volume is good and sizing is heavy on smaller product. Quality is good and availability has improved. Navel Oranges are good volume but rainy and foggy weather have tightened up supplies a little bit. The Lime market is firming but supplies are fair with some quality issues due to rain in growing regions.

Cucs are steady and trending upward. Production has increased with new acreage coming on board. Quality is good but supplies might be slightly lighter the next few days because of rain in growing areas. The Eggplant market is settling and supplies are increasing. Quality has been excellent.

Domestic Green and Red Grapes are finishing up quickly. The market is higher and quality is good. Color has been a problem with domestic fruit and Greens are limited. Brazilian and Peruvian Greens have started on the east coast- they are good quality but pricy. Peruvian Reds are available and so are Black Seedless. Red Globes are limited and Chilean Red Flames will start at the end of this week.

Green Onions are higher and quality is only fair. There is a split market with pencil sizing readily available and larger sizes harder to find. Idaho/ Oregon and Washington are slightly higher on Yellow Onions with a strong demand. Reds are steady and slightly higher in both areas and are remaining strong. White Onions are steady as well with availability starting to drop. Quality has been excellent on all colors in all areas.

Leaf Lettuce is steady. Quality of desert Romaine Hearts continues to have bleaching issues and are not cupping correctly- this product is extremely green. Carton Romaine as well as Red and Green Leaf Lettuce have good sizes and weights. Iceberg Lettuce market is steady but quality is only fair. Demand is on the light side and there has been some brown butts and pinking quality issues upon arrival.

All Offshore Melons are very large. Cantaloupe is steady and quality is good. Honeydew Melon has good supplies out of Mexico and Offshore product is good availability as well. Watermelon is on an upward trend. Demand continues to exceed on Seedless. Hichiya and Fuyu Persimmons and Pomegranates are available with good quality and good supplies. Some Offshore Apricots and Cherries are available but expensive. Offshore

Peaches and Nectarines will be available soon as well.

Idaho Potatoes are steady on all sizes. There will be some production issues due to lack of packing at the end of the week, but overall supplies are plentiful and demand has been fair. The Washington market is steady on all sizes and heavy on larger counts. Colorado is steady on all sizes as well. Russets are good quality. Various California growing areas are packing Whites and Golds but those are just about at the end of the season. Washington, Wisconsin, and Minnesota are packing Red and Golds as well. Lots of options and quality is excellent in all areas.

The Squash market is still unsettled on Italian and Yellow Straightneck. Supplies are improving but there are a few unexpected gaps and quality issues in some growing areas. Eastern Squash has tightened up a bit due to persistent rain however things should dry up this weekend so the market should be back to normal soon. Tomatoes are steady and quality is good overall. There are limited amounts of larger sizing from certain areas with the volume expected to increase closer to the New Year.

Wishing you and your families a very happy and safe holiday season!

Produce Quiz

I am a native of Malaysia, although I flourish year round in Brazil, United States, Mexico and Israel. I am not alone on my branch. My fragrant, white and red petals always accompany me. Although my diameter ranges from 1 to 2 inches and I am thin skinned, this is no indication of the pulpy punch my flavor packs. My potent juice is added to cakes, soups, sauces, punches, fish, sorbet, and pies. In Florida, one of my unique varieties has been known to open doors, but it might take a while. But most often my glistening, bright, smooth skin garnishes summertime specialties. I share many characteristics with a cousin fruit, and often we are used together. I am an excellent source of Vitamin C as well as potassium, folic acid, and calcium. I am also good for your daily bouts of scurvy, but not when squeezed into beer.

Last Quiz Answer: Lychee



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