

# TESTA PRODUCE Market Report

Outlook for the Week of  
**January 19, 2015**



The  
**Perfect  
Puree**  
OF NAPA VALLEY



## BERRIES

**Blueberries** steady market, good demand *Wide range in quality.*

**Raspberries** about steady market *Wide range in quality*

**Strawberries** steady market, good demand *Wide range in quality.*

## CITRUS

**Clementines** have about steady market, moderate demand

**Grapefruit** steady market, moderate demand

**Lemons** about steady market, fairly good demand

**Limes** about steady market, demand for 150-230s are fairly light

**Oranges** about steady—steady market with demand ranging from fairly good—moderate

## MELONS

**Cantaloupe** lower market, light supply, moderate demand

**Honeydew** very light supply, demand exceeds supply

**Watermelon** market varies from about steady—steady, fairly light—light supply, overall demand is light, but moderate from Central America *Wide range in quality*

## NON-CITRUS FRUITS

**Apples** steady market, fairly good—good demand

**Avocados** steady market, fairly good demand

**Cherries** about steady market, moderate demand

**Grapes** lower—about steady market, moderate demand

**Kiwifruit** about steady—steady market, fairly light—moderate demand

**Mangoes** about steady—steady market, very light supply demand exceeds supply

**Nectarines** lower market, moderate demand

**Papaya** about steady—steady market, light supply from Mexico, fairly good—good demand

**Peaches** lower market, moderate demand

**Pears** steady market, fairly good demand

**Plums** lower market, moderate demand

## VEGETABLES

**Asparagus** slightly higher market, very light supply, demands exceeds supply

**Beans** about steady —slightly higher market, fairly light—moderate demand

**Broccoli** market ranges from lower—about steady, fairly light—light supply, fairly light—moderate demand

**Cabbage** market ranges from slightly lower—about steady with moderate demand

**Carrots** lower—about steady market, light supply,

### Market Report, Cont'd...

fairly good—moderate demand *Wide range in price and quality*

**Cauliflower** lowers market, fairly light demand

**Celery** lower—slightly higher market, light supply, light—moderate demand

**Corn-Sweet** lower—about steady market, fairly light supply, demand ranges from light—moderate

**Cucumber** market is slightly lower—lower (pickles are higher), light supply from FL, fairly light—moderate demand

**Lettuce** lower—about steady market, light supply, good demand *Wide range in quality*

**Iceberg** lower—about steady market, moderate demand *Wide range in price and quality*

**Romaine** lower—about steady market, fairly light—moderate demand

**Peas, Green** market for snow peas is about steady, sugar snap peas is slightly higher with good demand *Wide range in quality and condition*

**Peppers** about steady market, demand is very light—moderate, *Wide range in size and quality*

**Bell Type** market ranges from lower—steady, light supply with demand varying from very light—moderate

**Squash** market ranges from about steady—higher, fairly good—moderate demand

**Tomatoes** about steady market, fairly light—light demand

**Grape Type** about steady market, fairly light—light demand

**Plum Type** lower—about steady market, fairly light—light demand *Wide range in quality and condition*

## POTATOES AND ONIONS

**Potatoes** about steady market with moderate demand

**Onion, Dry** steady market, fairly light—moderate demand



## Produce Quiz

*I am pretty much a native in Australia and Argentina, but remain beloved in my native Mediterranean home. Even though the Greeks and Romans loved me, today you would only find me in your local Italian market. My head or flower may attract you and you might even whistle at my thistle, but unlike uncle artichoke, it is my fleshy, silver-gray stalks that taste good. Don't confuse me with that crispy bright celery; for I am more supple and more complex. Combine artichoke hearts, celery and some oyster plant to get an understanding of my flavor. When cooked I am soft and meaty. You don't have to worry about my discolored leaves that occur just beneath my decapitation as they are not edible. While I really don't have an attitude, a good blanch before cooking will make me less bitter. I could also use a peel if my exterior is hard or softly spiked. You can take off all my ugly leaves and tough strings from my inner ribs as well. Then you can treat my leaves like spinach and my stem like celery or asparagus. I blend well hot or cold with light and/or creamy sauces, vinaigrettes, battered and fried or added to soups and stews. I'm low in calories but high in sodium, a good source of potassium, magnesium, calcium and iron. You'll find me most available from winter to spring. I am not celery with an attitude; but I do have to admit I can easily be perceived that way.*

**Last Quiz Answer: SORREL**



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