

TESTA PRODUCE Market Report

Outlook for the Week of
February 24, 2015



spindrift



BERRIES

Blueberries about steady market, demand is best good while others are moderate *Quality variable*

Raspberries steady market, moderate demand *Wide range in quality*

Strawberries about steady—steady market, demand ranges from very light—moderate *Wide range in quality*

CITRUS

Clementine's have an about steady market, moderate demand

Grapefruit steady market, moderate demand

Lemons steady market, moderate demand

Limes about steady market, supply for 110s are fairly heavy, 200-230s are fairly light, and demand for 110's are light, 150's are fairly light, others moderate *Very wide range in price and quality*

Oranges steady market, fairly good demand

MELONS

Cantaloupe higher market, moderate demand *Wide range of quality and condition*

Honeydew about steady—steady market, moderate demand *Wide range of quality and condition*

Watermelon supply from Mexico is light, from Guatemala, Honduras have an about steady market with moderate demand

NON-CITRUS FRUITS

Apples about steady—steady market, moderate demand

Avocado market is about steady with good demand

Grapes have an about steady market, moderate demand

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

Mangoes market ranges from slightly lower—steady, moderate demand *Wide range in quality and appearance*

Nectarines about steady market, moderate demand

Papaya market varies from lower—steady, with moderate demand

Peaches about steady market, moderate demand

Pears steady market, good demand

Pineapples about steady—steady market, moderate demand

Plums about steady market, with good demand

VEGETABLES

Asparagus about steady market, moderate demand

Broccoli market ranges from slightly lower—higher, overall fairly light demand

Cabbage about steady, demand ranges from very light—moderate

Cauliflower about steady—higher market, fairly light—fairly good demand *Wide range in price*

Market Report, Cont'd...

Celery market ranges lower—higher, light—moderate demand

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

Iceberg about steady market, heavy supply, moderate demand *Wide range of price and quality*

Romaine about steady—higher market, good demand *Wide range of price and quality*

Peppers about steady market, with fairly light—moderate demand *Very wide range in quality/size*

Bell Type market ranges from slightly lower—higher, moderate demand *Wide range in price and appearance*

Tomatoes market varies from about steady—higher with fairly—very good demand

Grape Type steady market, moderate demand

Plum Type about steady market, fairly good—good demand

POTATOES AND ONIONS

Onions, Dry steady market, fairly light demand

Potatoes steady market, fairly light demand



Produce Quiz

I am a perennial found throughout southern India. I became popular in Greek and Roman cooking after Alexander the Great's soldiers introduced me to Europe. Today I remain popular in Eastern and Arab countries but receive little attention in the west with the exception of Scandinavia, who, strangely enough, has taken quite a liking to me. I am elite in my class, only being out priced by the likes of vanilla and saffron. Beginning as a thumb thick creeping root stock I grow up to 8 feet tall producing a three-celled pod containing up to 18 seeds. Long dark-green leaves with lanceolate tops and silky smooth bottoms protect my pod. My yellow or bluish flowers can be found near the ground. My Malabar variety is tops, but often substituted with the lesser qualities of the Cambodian or Sri Lankan varieties, respectively. Although I can be found in ground or seed form, it is best to buy me by the pod to insure I am not mixed with imposters. My pod color will vary by region due to the style of processing. I'm sun-dried and green in India, oven-dried and brown in Asia and Europe, and bleached white in the United States. Used as a substitute for gluten, I can be found in breads and cereals. I also add flavor to eggnogs, wines and liqueurs, fruit compotes, fruitcakes and marinades. I am a prime ingredient in curry and garam masala. A few of my seeds steeped in boiling water makes a soothing tea that will aid digestion. Sometimes you will find me used as a replacement for ginger or cinnamon. I am a good source of potassium and also provide calcium, iron and zinc.

Last Quiz Answer: TARO



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