

# TESTA PRODUCE Market Report

Outlook for the Week of  
**March 2, 2015**



## BERRIES

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

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

**Strawberries** steady—slightly higher market, demand is best moderate while others are light *Wide range in quality*

## CITRUS

**Clementines** about steady market, moderate demand

**Grapefruit** steady market, moderate demand

**Lemons** steady market, fairly good demand

**Limes** about steady market, supply 175-230s are fairly light, light—moderate demand. *Very wide range in price and quality*

## MELONS

**Cantaloupe** steady—higher market, light supply, fairly good demand *Wide range in quality and condition.*

**Honeydew** about steady—steady market, light supply, fairly good demand *Wide range in quality*

**Watermelon** about steady market, light supply, moderate demand *Wide range in quality*

## NON-CITRUS FRUITS

**Apples** steady market, fairly light—moderate demand

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

**Grapes** about steady—slightly higher market, moderate demand

**Kiwifruit** about steady market, moderate demand

**Mangoes** steady market, moderate demand

**Nectarines** about steady market, moderate demand

**Papayas** have a steady market, moderate demand

**Peaches** about steady—higher market, moderate demand

**Pears** steady market, good demand

**Plums** market is about steady with moderate demand

**Pineapples** have steady market, moderate demand

## VEGETABLES

**Beans** about steady market, light—moderate demand

**Broccoli** slightly higher market, light supply, fairly good—moderate demand *Wide range in price and quality*

**Cabbage** about steady—higher market, very light—moderate demand

**Cauliflower** higher market, moderate demand *Wide range in price and quality*

**Celery** slightly lower—about steady market, light—moderate demand

**Corn-Sweet** about steady market, demand ranges from fairly light—very good *Wide range in quality and condition*

**Cucumbers** market for 36's are lower while others are

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

about steady, fairly light—moderate demand *Wide range in quality and condition*

**Eggplant** lower market, fairly light supply, light demand *Wide range in price, quality and condition*

**Lettuce** about steady market, light—fairly heavy demand *Wide range in quality*

**Iceberg** market varies from slightly lower—slightly higher, heavy supply, fairly light—moderate demand *Wide range in quality*

**Romaine** about steady market, moderate demand *Wide range in price and quality*

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

**Squash** about steady—higher market, light—moderate demand *Wide range in quality and condition.*

**Tomatoes** about steady market, fairly light—moderate demand *Wide range in quality and condition*

**Grape Type** lower market, light—moderate demand *Wide range in quality and condition*

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

## POTATOES AND ONIONS

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

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



## Produce Quiz

The 18th century French dramatist and critic, Mercier said of my ancestors and me that we were an "inestimable gift to the numerous class of the needy" and that we were "to have the greatest influence on Man, his liberty and his happiness." Even though many other European countries were cultivating us, many people of Mercier's time thought we caused leprosy. But later that century, as a result of the French Revolution, it became a sign of patriotism to uproot your roses and replace them with us. By this time, and despite the initial rejection of my species, there were over 40 varieties of me. Now there are hundreds of variations of me. My ancestors originated in the Peruvian Andes and in the 16th century the Spaniards brought us to Europe. Although it is a mystery how we came to North America, the earliest recorded date of my cultivation was in New Hampshire in 1719. Suffice it to say that I'm as American as apple pie because Americans consume approximately 138 pounds of my relatives and me a year. I, in contrast to my relatives, am always getting left behind. Dug up along with my elders, yes, but then I pop out, get run over, or fall through the harvester. I just don't make the grade. But I get the last laugh; I'm much more premium than my counterparts. I am harvested by human hands and get wonderfully delicate treatment. I can't do anything to help your coffee, though my name might imply it. You could probably tee off with me, as my size is appropriate, but most likely I would explode before landing. Rarely skinned like my older relatives, I'm a Yankee Doodle Dandy as I grow in red, white, or blue. I'm excellent roasted, grilled or cooked in the microwave. I can be halved, and scooped then filled with caviar, sour cream, cheese, bacon etc. I can be sliced thin and served under a cheese sauce. I am high in potassium and vitamin C, and contain eleven other vitamins and minerals. With me, as with your answer, size does matter!

## Last Quiz Answer: ANGELICA



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