

TESTA PRODUCE Market Report

Outlook for the Week of
March 9, 2015



WOODLAND
FOODS D



BERRIES

Blueberries steady market, demand varies from light—moderate *Wide range in quality*

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

Strawberries market ranges from lower for organic to slightly higher, moderate demand *Wide range in quality*

Misc. Berries about steady market, demand for organic is fairly good and conventional is very light to moderate *Wide range in quality*

CITRUS

Clementines have a steady market, moderate demand

Grapefruit steady market, moderate demand

Oranges steady market, with fairly good demand

Lemons steady market, good demand

Limes steady market, supply for 110-150's are fairly light while others are light *Very wide range in price and quality*

MELONS

Cantaloupe supply is very light, demand exceeds supply *Wide range of quality and condition*

Honeydew market ranges from slightly lower—higher, light supply, demand is fairly light—moderate. *Wide range in quality.*

Watermelon steady—slightly higher market, light supply, good demand *Wide range in quality*

NON-CITRUS FRUITS

Apples steady market, moderate demand, supply from MI on Fuji and golden delicious are fairly light, moderate demand

Avocados about steady market, fairly good—moderate demand

Grapes about steady market, moderate demand *Wide range in price*

Kiwifruit about steady market, moderate demand

Mangoes about steady—steady market, fairly light supply, fairly light demand

Nectarines about steady market, fairly light supply, fairly light—moderate demand

Papaya about steady—steady market, fairly light supply, fairly light demand

Peaches about steady market, light supply, moderate demand

Pears market about steady, light supply and moderate demand

Pineapple steady market, light supply from Costa Rica and Ecuador, moderate demand

Plums about steady market, moderate demand

VEGETABLES

Artichokes about steady market, very light supply, good demand *Wide range in price and quality*

Beans market is slightly lower—about steady, fairly light—moderate demand

Broccoli about higher—steady market, light supply,

Market Report, Cont'd...

fairly good demand

Cabbage about steady market, moderate—higher demand

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

Cauliflower higher market, very light supply, good demand (demand exceeds supply in some areas)
Wide range in quality

Corn-sweet about steady market, supply for white is light, with good—very good demand

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

Iceberg about steady—slightly higher market, light supply, fairly good demand
Wide range in quality

Romaine market ranges from slightly lower—about steady, fairly light—moderate demand *Wide range in price and quality*

Peppers steady market, fairly light supply, fairly light—good demand *Wide range in size and quality*

Bell Type about steady market, light supply, moderate demand *Wide range in price and appearance*

Tomatoes about steady—slightly higher market, fairly light—moderate demand

Grape Type slightly lower—about steady market, light supply, fairly light demand

Plum Type slightly lower—about steady market, very light supply, and moderate demand

POTATOES AND ONIONS

Onions, Dry about steady—steady market, fairly light—fairly good demand

Potatoes about steady market, moderate demand



Produce Quiz

Over 7,000 years old and I am still one of the top three pulses in the world. Four Thousand years ago I claimed the number one spot in India, and I remain there, even today. Wanna know how to get to the top? Here's how I did it. First, you've just got to be part of the in crowd. For me, that meant hangin' with the Romans, Greeks and Egyptians. In order to hang with the myths and legends, I used color and shape. "Small ram", was my flashy nickname used to describe my ram's head profile. Then I became every color I could. Ranging from creamy beige to black, green, yellow, red or brown would easily let folks know I was in town. Maintaining accessibility was essential. No tall trees or stringy vines for me, no sir! I live with a couple of relatives in a lovely green pod on a breathtaking view of our feathery fronds. Longing for prosperity, I adapted quickly to the warm dry climate in the Middle East and surrounding Mediterranean areas. Making sure I could be useful everywhere I made it known that I was not only edible fresh, but my seeds, when dried, could be used as a paste, flour, legume, as well as a fresh vegetable. To maintain a little excitement with my nutty flavor, I traded in some protein for some fat. While I am not the complete protein I've dreamt of, I am an excellent source of folic acid and potassium. Earning a reputation as a good source of fiber has taken me over the top and my fame is spread throughout the planets. I'm rising in stature in the Middle East as we speak, and just after conquering Europe. Am I on a roll (no, but I'm in a in a pita)? Look out world, here I bean.

Last Quiz Answer: CREAMER POTATOES



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