

TESTA PRODUCE Market Report

Outlook for the Week of
April 13, 2015



BERRIES

Blueberries lower—steady market, heavy supply, light—moderate demand *Wide range in price and quality*

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

Strawberries about steady—steady market very good demand *Wide range in quality*

Misc. Berries steady market, demand is best moderate while others are very light *Wide range in quality*

CITRUS

Grapefruit steady market, fairly light supply, moderate demand

Lemons steady market, good demand

Limes market for 230-250s are lower while others are about steady, demand for 175s-200s are fairly light, while others are light *Very wide range in price and quality*

Oranges about steady market supply of 48-56s are fairly heavy; 113-138s are fairly light, good demand

MELONS

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

Honeydew market, ranges from lower—about steady, very light supply, moderate demand

Watermelon has a steady market, fairly light supply with moderate demand

NON-CITRUS FRUITS

Apples have a steady market, with moderate demand

Avocados steady market, fairly good demand

Grapes about steady market, moderate demand

Kiwifruit about steady market, fairly light—moderate demand

Mangoes have a slightly higher—about steady market, good demand *Wide range in quality and appearance*

Papaya overall steady market, with moderate demand

Pears about steady—steady market, moderate demand

Pineapples steady market, light supply, good demand

Plums market about steady, moderate demand

VEGETABLES

Asparagus steady market, light supply, good demand *Wide range in price*

Beans lower—steady market, moderate demand

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

Cabbage market is about steady, moderate demand

Market Report, Cont'd...

Carrots market ranges from lower—about steady, moderate demand

Cauliflower about steady—higher market, fairly light—light supply, good demand

Celery about steady—higher market, fairly good demand

Corn-Sweet about steady market, good demand

Cucumbers market ranges from lower—about steady, moderate demand

Eggplant about steady market, supply is heavy fair quality, good demand

Lettuce higher market, good demand

Iceberg higher market, fairly good-good demand

Romaine market is higher with good demand

Peppers market for Serrano and Cubanelles are higher, while others are about steady, fairly good—good demand *Wide range in size and quality*

Bell Type slightly lower—about steady market, moderate demand *Wide range in appearance, quality and condition*

Tomatoes about steady market, fairly light—moderate demand

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

Plum Type market varies from about steady—higher, good demand *Wide ranges in quality and condition*

POTATOES AND ONIONS

Onions, Dry have an about steady market, moderate demand

Potatoes steady market, fairly light—light demand



Produce Quiz

A member of the large rose family, Homer called me “the gift of the gods.” I have been cultivated for over three thousand years and held in high esteem by the Greeks, Romans and Chinese. Today my largest production comes from China, Italy, the United States, and Russia. I have several hundred varieties, a result of the cross breeding done in the 17th and 18th centuries. Most of my varieties are teardrop shaped, but some cousins are completely round. We are very thin-skinned as a group but quite colorful with a range of colors including yellow, brown, red and green. Whatever my skin color my flesh is always white or cream-colored and finely textured. My core is small with about 8 to 12 small seeds. My starch converts to sugar best after I am picked, and I ripen beautifully outside the cooler in a paper bag. I am rich in fiber as well as potassium and copper. Best eaten out of hand, I can be poached, juiced, or dipped. I am used in salads, sorbets, cheese platters, marinades, and stuffing. Contrary to my name, I am allowed to go out alone.

Last Quiz Answer: LEEKS



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