

TESTA PRODUCE Market Report

Outlook for the Week of
June 1, 2015



BERRIES

Blueberries market ranges from lower—steady, moderate demand *Wide range in quality*

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

Strawberries market for organic is steady, while others are slightly higher *Wide range in quality*

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

CITRUS

Clementine market is about steady, fairly good demand

Lemons steady market, good demand

Limes market for 110s are lower while others are about steady, supply of 110s are light, 150s are fairly light with light demand *Very wide range in price and quality*

Oranges steady market, fairly light supply, fairly good demand

Misc. Citrus about steady market, moderate demand

MELONS

Cantaloupe about steady—slightly higher market, moderate demand

Honeydew market is about steady, demand ranges from light—moderate

Watermelon has an about steady market, very light—moderate demand *Wide range in price, quality and condition*

NON-CITRUS FRUITS

Apples steady market, demand ranges from light—moderate

Apricots slightly lower market, moderate demand
Avocado market from 48-60s from Mexico are lower while others are steady with fairly light—moderate demand

Cherries about steady market, good demand

Grapes about steady market, light demand

Kiwifruit about steady market, moderate demand

Mangoes about steady—steady market, light—moderate demand

Nectarines slightly lower market, moderate demand

Papaya has a steady market, moderate demand

Peaches market is barely steady, moderate demand

Pears market ranges from about steady—steady with moderate demand

VEGETABLES

Asparagus market for large from Peru are higher while others are about steady, and light demand

Market Report, Cont'd...

Beans steady market, moderate demand

Broccoli lower market, light demand *Wide range in price*

Cabbage steady market with moderate demand
Carrots lower—steady market, fairly light—moderate demand *Wide range in price and quality*

Cauliflower much lower market, light demand
Wide range in price

Celery lower—about steady market, light supply from Oxnard CA, moderate demand

Corn-Sweet lower market, light—moderate demand

Cucumbers market ranges from about steady—higher, demand ranges from very light—moderate

Lettuce market from Boston is about steady while others are lower, demand ranges from light—moderate *Wide range in price*

Iceberg about steady market, fairly good demand

Romaine market for 24s are higher while others are about steady, good demand
Wide range in price and quality

POTATOES AND ONIONS

Potatoes have an about steady market, with light—moderate demand

Onions, Dry about steady market, moderate demand



Produce Quiz

I am the fruit of a small South American tree, *Bixa orellana*. I reside in a seedpod with a prickly exterior for protection. A pulp that makes for a very popular food dye surrounds me. In the 16th Century, Spaniards were amazed to find I was used by Mexicans to redden their chocolate beverages. American Indians once used me to color their bodies orange red, but today I am used to color cheeses, butter, smoked fish and baked goods. Although I am primarily used for my color, I do provide a slight musky flavor. I am often crushed into a powder and used as a regular condiment in Latin America and India. I am often gently heated in oil or lard simply to provide color and then cooled and stored for later use. Available in a powder, paste or seed form I am an essential ingredient in *pibil*, a Yucatan dish where I am used to marinate chicken parts providing a glowing color and a pungent flavor. In Southeast Asia, I am essential in the production of *ukoy*, a shrimp and potato cake. In some cultures I am used as a substitute for saffron. Saffron has much more flavor, but is significantly more expensive. I have no real vitamins or minerals of any value to speak of, but I am definitely a good source of color.

Last Quiz Answer: SWISS CHARD

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