

TESTA PRODUCE Market Report

Outlook for the Week of
July 13, 2015



BERRIES

Blueberries overall the market, is about steady while organic is slightly higher from WA, supply ranges from light—heavy with moderate demand.

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

Strawberries steady market, light demand *Wide range in quality*

Misc. Berries steady market, moderate demand *Wide range in quality*

CITRUS

Clementine's have an about steady market, moderate demand

Lemons have an about steady market, good demand

Limes market for 200s are slightly higher while others are about steady, demand 175-230s are moderate while others are fairly light *Wide range in price and quality*

Oranges about steady market, fairly good-moderate demand

MELONS

Cantaloupe has a slightly lower market, moderate demand

Honeydew is slightly lower to about steady market, very light supply from CA and AZ, good demand

Watermelon market ranges from about steady—higher, overall light supply, good demand *Wide range in quality*

NON-CITRUS FRUITS

Apples have a steady market, light supply, fairly light demand

Avocados about steady—steady market, good—moderate demand

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

Grapes about steady market, fairly good—moderate demand

Kiwifruit about steady market, moderate demand

Mangoes about steady—steady market, light—moderate demand

Papaya steady market, light—moderate demand

Peaches overall, have a steady market, light supply from New Jersey, fairly light—moderate demand

Pears about steady—steady market, moderate—very good demand

Pineapple about steady—higher market, light supply, good demand

Plums steady market, moderate demand

VEGETABLES

Asparagus about steady—higher market, demand ranges from fairly light—moderate *Wide range in price*

Beans have an about steady—steady market, moderate demand

Broccoli market ranges from about steady—higher, light supply, moderate demand

Cabbage about steady—slightly higher market, moderate demand

Market Report, Cont'd...

Carrots about steady market, fairly light supply, moderate demand *Wide range in price*

Cauliflower about steady market, light supply, moderate demand

Celery about steady—higher market, moderate demand *Wide range in price*

Corn-Sweet about steady market, very light supply from GA, moderate demand

Cucumbers market ranges from about steady—slightly higher, overall light supply, demand is good but exceeds supply in some areas

Lettuce market ranges from lower-about steady, light—moderate demand *Wide range in price*

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

Romaine lower market, light demand
Very wide range in price

POTATOES AND ONIONS

Onions, Dry higher market, demand exceeds supply

Potatoes about steady—steady market, fairly light demand



Produce Quiz

I am a member of a healthy family. You won't find me flourishing in the fields but you will find my clusters sprawled throughout the woods, mountainous regions and peaty soils. My flesh is sticky sweet, and don't miss my seeds, they're tiny!! I have approximately thirty varieties all falling under the categories of *Vaccinium Angustifolium*, which are smaller, milder tasting version (Are you from Jersey? If so then you have no problem finding me, this version is widely cultivated there). However I'm not around for long, don't blink or you may miss me. Please! Treat me gently when you wash me I am very fragile and highly perishable. I'm an all day long delight, served plain or dried, as a breakfast accompaniment, in fruit salad, yogurt, sorbets, vinegar, juices, jams, pies, cakes and even topped with orange juice and vodka for a tasty after dinner delight. I am a significant source of Vitamin C, Potassium, Sodium and fiber. Hey, if you don't consume me for my delightful flavor, keep in my mind I am also a "pharmafood" and said to have the effects of an astringent, antibacterial, and antidiarrheal. Don't mistake me for Cousin Bill and beware of tricky peas holding their breath to fool you, although their true colors eventually come out with the stars.

Last Quiz Answer: RUTABAGA

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