

# TESTA PRODUCE Market Report

Outlook for the Week of  
**July 20, 2015**



## BERRIES

**Blueberries** overall market is higher, fairly good—moderate demand *Quality Variable*

**Raspberries** have a steady market, demand is good *Wide range in quality*

**Strawberries** have a steady market, demand is light *Wide range in quality*

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

## CITRUS

**Clementines** have an about steady market, moderate demand

**Lemons** have an about steady market, good demand

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

**Oranges** about steady—steady market, moderate demand

**Tangelos** have an about steady market, fairly good demand

## MELONS

**Cantaloupe** market is about steady—higher, very good demand

**Honeydew** about steady market, good demand

**Watermelon** about steady market, light supply, overall moderate demand

## NON-CITRUS FRUITS

**Apples** about steady—steady market, fairly light—good demand

**Avocados** market ranges from lower—higher with fairly good—moderate demand

**Cherries** about steady market, fairly good demand *Very wide range in price*

**Kiwifruit** about steady market, moderate demand

**Mangoes** about steady—steady market, light supply, *Wide range of quality*

**Nectarines** have a steady market, good demand  
Papaya about steady market, moderate demand  
*Wide range in quality and condition*

**Peaches** about steady—steady market, good demand

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

**Pineapple** steady market, light supply, good demand

**Plums** steady market, fairly good demand

## VEGETABLES

**Asparagus** steady market with moderate demand *Wide range in price*

**Beans** market ranges from lower—about steady, fairly light supply, very good demand

**Broccoli** about steady—higher market, light supply, good demand

**Cabbage** about steady—steady market, light demand

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

**Carrots** market lower—about steady, fairly light—moderate demand

**Cauliflower** market is slightly lower—about steady, light demand *Wide range in price*

**Celery** market is about steady—higher, light demand

**Cucumber** slightly lower—steady market, moderate demand *Wide range in quality and condition*

**Lettuce** market is about steady, light—moderate demand *Wide range in price*

**Iceberg** about steady market, light demand

**Romaine** market ranges from lower—higher, light—moderate demand *Wide range in price and quality*

**Peppers** steady market, moderate demand *Wide range in quality and size*

**Bell Type** about steady market, moderate demand

**Tomatoes** about steady—higher market, good demand

**Grape Type** about steady—steady market, demand is fairly good at lower prices

**Plum Type** market ranges from lower—about steady, fairly good demand *Wide range in quality and condition*

## POTATOES AND ONIONS

**Onions, Dry** steady market, very good demand

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



## Produce Quiz

I won't stab you in the back, I can't. Although I am crispy, I'd probably break first. As the main ingredient in a king's salad, I don't come very far. But whether to have me before or after a meal is a debate that has gone on since the time of Augustus. Some say I originated in the Aegean others say in parts of Asia. I am a member of the sunflower family of plants. Originally grown for the oil in my seeds, now people like me for my heart. I usually remain loyal green and large leafed but the modern day yuppies pluck us as babies and often grow us red. Each year Americans eat about 30 pounds of my relatives and me. And it's no wonder, because people can do so much with me: I can be used as a bed on a plate, served with fruit or anchovies, pickled in a jar, or cooked in soup. At home with croutons or anchovies we are also the crisp bit you yearn for in your favorite sandwich. The myth that my siblings and I provide almost no nutritional value is not quite true, because I contain folates, vitamins A & C, potassium and fiber.

## Last Quiz Answer: BLUEBERRY

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