

TESTA PRODUCE Market Report

Outlook for the Week of
July 27, 2015



BERRIES

Blueberries overall higher market, good demand

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

Strawberries slightly higher market, light supply, good demand *Wide range in quality*

CITRUS

Clementines have an about steady market, moderate demand

Lemons about steady—steady market, good demand

Limes market for 175-200s are higher while others are about steady

Oranges about steady—steady market, good demand

Tangelos about steady market, fairly good demand

MELONS

Cantaloupe market ranges from slightly lower—slightly higher, good demand

Honeydew about steady—slightly higher market, good demand

Watermelon market ranges from about steady—higher, supply is light in some areas, very good demand

NON-CITRUS FRUITS

Apples have an about steady market, light supply in some areas, about steady—steady market

Avocados market ranges from lower—steady, with moderate demand

Grapes about steady market, demand varies from light—moderate

Kiwifruit about steady market, moderate demand

Mangoes about steady market, light supply, good demand

Papaya market steady—slightly higher, fairly light supply, moderate demand

Peaches steady market, very good demand

Pears about steady—steady market, moderate demand

Pineapples lower—about steady market, fairly light—light demand

VEGETABLES

Asparagus slightly lower—steady market, light supply, moderate demand

Beans about steady—steady market, light supply, moderate demand

Broccoli steady—higher market, light supply, good demand *Wide range in price and quality*

Cabbage slightly lower—steady market, moderate demand *Wide range in price for red*

Carrots steady market, fairly light—moderate demand *Very wide range in quality*

Celery about steady—higher market, good demand *Wide range in price and quality*

Corn-Sweet about steady market, moderate demand

Cucumbers market ranges from lower—higher,

Market Report, Cont'd...

light—moderate demand *Wide range in quality and condition*

Lettuce about steady market, moderate demand

Iceberg about steady market, light demand

Romaine market is about steady, fairly light—moderate demand

Peppers about steady market, fairly light—moderate demand *Very wide range in quality and size*

Bell Type about steady—higher market, fairly light—moderate demand

Squash about steady—steady market, moderate demand from North Carolina, demand exceeds supply from Michigan

POTATOES AND ONIONS

Onions, Dry about steady market, moderate demand

Potatoes about steady market, moderate demand



Produce Quiz

I am the strongest member of the cabbage family being able to withstand frost and snow. For this reason I am a staple winter vegetable, especially in rural areas where I am used in colcannon. Originally cultivated in the Mediterranean region, I was an important crop in Roman times and a staple food of the peasants during the middle ages. I am a sprouting plant and like broccoli or spring greens I have no heart. My leaves do not form a head, they grow freely in a wavy, curled, or toothed form. We bloom in a rainbow of colors ranging from reddish brown to bluish green, pink, white, and purple. As an adult I must be cooked to be digested so our Peacock and Nagoya varieties are often picked young and used as salad components or in mesclun's. Sometimes I am so pretty I'm simply left alone to add beauty to the landscape. With a flavor reminiscent of cauliflower and broccoli I can be braised, steamed, grilled, boiled, or stir-fried. I am great with bacon, garlic, and goat cheese. Vinegar or lemon juice will help keep my color during cooking. Oh, I also forgot to mention, I am probably the most popular single produce item in the country. It's my time and it does not look like it is going to end any time soon. They are even studding me out.

Last Quiz Answer: ROMAINE LETTUCE

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