

TESTA PRODUCE Market Report

Outlook for the Week of
August 3, 2015



BERRIES

Blueberries higher market, good demand, demand exceeds supply from MI

Raspberries steady market, moderate demand,
Wide range in quality

Strawberries steady market, demand best exceeds supply, others good *Wide range in quality*

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

CITRUS

Clementines have an about steady market, moderate demand

Lemons steady market, good demand *Wide range in price and quality*

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

Oranges about steady—steady market, fairly good demand

Tangelos about steady market, fairly good demand

MELONS

Cantaloupe market is slightly higher with good demand

Honeydew about steady—higher market, good demand

Watermelon market ranges from slightly lower—slightly higher, with moderate demand

NON-CITRUS FRUITS

Apples about steady market, moderate demand

Avocado about steady—steady market, light—moderate demand

Grapes about steady market, demand for flame seedless are good while others are moderate

Kiwifruit steady market, moderate demand

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

Nectarines have a steady market, fairly good demand

Papaya steady market, moderate demand *Wide range in quality and condition*

VEGETABLES

Beans about steady market, light supply, fairly light demand

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

Cabbage about steady market, moderate demand

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

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

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

Cucumbers about steady market, fairly—very light demand *Wide range in quality and condition*

Lettuce about steady—slightly higher market, moderate demand

Market Report, Cont'd...

Iceberg slightly lower—about steady market, moderate demand

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

POTATOES AND ONIONS

Onions, Dry about steady market, moderate demand

Potatoes have a lower—steady market, moderate demand



Produce Quiz

Although my young leaves can be eaten in fresh salads, I am a member of the daisy family and primarily used as a root vegetable, similar in shape to a carrot or a parsnip. Not particularly popular in the United States, I have been known in Southern Europe for over two thousand years. I was not cultivated until the 17th century and today Belgium is one of the leading producers of me. My skin can be either black or brown, but my flesh is always cream-colored. I am primarily a cold weather crop as my taste gets sweeter after the ground has been covered with frost. My seed ball opens up every morning, works until noon, then closes up for the day. Great work if you can get it. Strangely enough my flavor has been compared to that of oysters, which is only true if you consume me while eating oysters. I think I have a mild flavor, which can be compared to a cross between globe artichokes and asparagus. In either color, you must peel me before eating and my flesh will turn black fast when exposed to fresh air. To avoid this you can soak me in vinegar or lemon water, or boil me for 15 minutes before peeling. Do not overcook me or I will get all mushy on you. Cold I am great shaved into salads. I blend particularly well with potatoes, leeks, and spinach. I can be glazed like carrots, used in soups or stews, baked au gratin, braised with veil, or topped with béchamel or cheese sauce. I am a good source of potassium as well as providing Vitamins B6 and C. I also contain inulin, a carbohydrate starch replacement that does not affect the level of blood sugar.

Last Quiz Answer: KALE

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