

TESTA PRODUCE Market Report

Outlook for the Week of
August 31, 2015



TESTA NATURAL



All-Natural & Organic Grocery Items



BERRIES

Blueberries market is about steady—slightly higher, good demand *Wide range in price*

Raspberries steady market, demand exceeds supply *Wide range in quality*

Strawberries steady market, organic is good while others are moderate, demand is light *Wide range in quality*

Misc. Berries organic are good while others are fairly light, demand is best moderate, while others are light *Wide range in quality*

CITRUS

Clementines about steady market with moderate demand

Lemons about steady—steady market, light—moderate demand *Wide range in price/quality*

Limes about steady market, supply 230-250s are heavy, demand 110-20s are fairly light, 230s light, 250 very light *Wide range in price and quality*

Oranges about steady—steady market, moderate demand

MELONS

Cantaloupe higher market, good demand

Honeydew about steady market, moderate demand

Watermelon market ranges from about steady—slightly higher, fairly light supply, good demand

NON-CITRUS FRUITS

Apples about steady, good demand

Avocados market is overall about steady, moderate demand

Grapes about steady market, supply for flame seedless is very light while summer royal is light, good demand

Kiwifruit about steady market, moderate demand

Mangoes about steady market, light supply, light demand *Wide range of availability/condition*

Nectarines steady market, good demand

Peaches steady market, very good demand

Pears steady market, fairly good demand

Papaya steady market, moderate demand

Pineapples steady market, light supply fairly good demand

VEGETABLES

Asparagus about steady market, fairly light supply, demand is fairly good

Beans slightly lower—steady market, light supply very good demand

Broccoli about steady market, fairly good demand *Wide range in price and quality*

Cabbage market ranges from about steady—higher, very good demand

Carrots about steady—higher market, light supply, moderate demand *Very wide range in quality*

Celery higher market, moderate demand *Wide*

Market Report, Cont'd...

range in price

Corn-Sweet steady —slightly higher market, very good demand

Cucumbers about steady market, fairly light supply, good demand *Wide range in quality and condition*

Lettuce about steady—higher market, moderate demand *Wide range in quality*

Iceberg is slightly lower—about steady, fairly good—moderate demand

Romaine lower—about steady market, moderate demand *Very wide range in price/quality*

POTATOES AND ONIONS

Onions, Dry Steady market, moderate demand

Potatoes about steady market, moderate demand



Produce Quiz

I've gone from growing wild, to slave plantations, to industrial production. A perennial grass, I am grown in about 80 countries in the tropics and subtropics and can grow from 6 to 23 feet in height. My cut shoots are 1 – 2 inches in diameter. I am first documented in India in 1000 BC. Early on, I was used in medicine; Dioscorides, a first-century Greek physician, considered me "worth my weight in silver." You'll find me mentioned by Jeremiah, Ezekial and Isaiah in the Old Testament. Europeans viewed me as a fabulous food and expensive medicine brought through deserts to their ports. In fact, in 966, Venice's fate and fortune were founded on me and on the trade of silks and spices. My most popular output is — cut; crushed for my juice which is extracted with water; purified, concentrated by evaporation, and crystallized. In ancient times, you might have chewed me, or in an Arab harem, made me into a depilatory. For nouveau cuisine, cook me as a skewer for shrimp. Raw, I am 96-99% sucrose. Originally a rare and valuable plant, I became so popular that by 1979 there were more of my products produced than could be consumed. Today, ecologists propose my juice as an alternative food source for pigs and poultry, and scientists are mapping my DNA to help understand plant genes. Hard to beet me!

Last Quiz Answer: PAW PAW

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