

# TESTA PRODUCE Market Report

Outlook for the Week of

**January 31,  
2010**



## Market Report

It's in the single digits here today and after five days in the rain in California, my luck with weather is not too good. This is why my favorite vacation spot during the winter is the Caribbean, the weather is always great and even if it rains, it's 80, so who cares. The weather is the major factor in produce availability right now, and two parts of the country that are having the worst of it are California & Florida. The rain in California is going to cause and is causing major headaches for all shippers, In row crops you will begin to see Red Rib, Decay, and early yellowing. Shelf life will certainly be shorter and availability will be less. Florida is still recovering from severe cold weather and some crops are done and have to be replanted. That would be the case for a lot of Tomatoes, Corn, Eggplant. All three plus Beans took a very big hit and availability is very limited.

Valentine's Day is right around the corner and it is usually one of the biggest Strawberry days of the year.

This year there is a big concern about Strawberries because of the weather. My guess is

that Stem are going to be crazy high priced and that's if you can get them. Regular berries will probably still be high priced and limited availability. Raspberries are also tight, Blackberries are higher, and Blueberries are steady.

Watermelon took a big jump as well, growers are having a tough time with a getting a good melon. Lots of times you can't tell the Melons are bad until you cut them. If that happens to you, please call and tell us so we can fix the problem, and also get you a credit if necessary.

Very good hand citrus is still available. Call Courtney or your Sales Rep for a list of what's available. There are some Plums coming from offshore and the flavor is not bad, but you can not keep them long or they break down. A few Peaches are coming also.

Grapes are still running good and price has come down quite a bit. Cantaloupe is down for next week, try and pay attention to our weekly specials, we try and put one size of Cantaloupe on sale every week.

Honeydews are also still very reasonable, Brix level could be better, but it's winter, you don't

## Market Report, Cont'd...

always get a good Brix level during the winter. Hawaiian Papaya is a good item for the winter, usually the fruit is on the turn and you have to heat it up for a few days to get it riper, but it's great for you. Mangos are another extremely popular item and it is one of the largest used item in the Produce industry. The popularity of Mangos are almost as big as Bananas. Navel oranges are improving as we speak, good color, and better flavor.

Asparagus is down next week Beans are super high, Artichokes are high, Broccoli is cheap, Cauliflower is down, Celery has come back to earth, Eggplant is still high, Cucumbers have come down. Peppers are reversing - Green are going way up and Red are coming down. Yellow can't make up its mind, so it's just neutral. Potatoes are steady, Red Potatoes are steady, Fingerlings are excellent, so use those for something different. Hard Squashes are steady and you can have fun trying different things with them.

Now for the Tomato market. Here's what is happening - growers went in and stripped all the fields in Florida to get all the usable product. That caused a drop in the market, but it's not long term. Prices will go back up. Don't worry, it's produce. It never knows what it's going to do.

## Produce Quiz

I'm nuts. I'm Native American. I am the State tree of Texas. I'm over seventy-five percent fats. (Don't even begin discussing blood pressure and cholesterol with me. Never meet a Statin I liked). My name comes from an Algonquian word meaning "tough nut to crack." I grow in a very large deciduous tree that can be up to 140 feet tall. I prefer temperate climates and I am widely grown throughout Georgia, Oklahoma, and Texas and as far north as Virginia. I was a staple food of the Americans dating as far back as 1528. My hard thin shell averages about one inch in length. I am golden brown on the outside and beige in the middle. Other than fat (which is a likely reason for my great taste) I am a good source of protein and fiber. If you look real close you will also find some iron, calcium and phosphorus, potassium, and B complex vitamins. My rich buttery flavor can be found many places. I am most often eaten out of hand but I am also a famous alliteration in pies. I get used a lot in stuffing's, cookies, and a various array of sweet and savory dishes. Though I may not be proud of it I can also be found in furniture, wood flooring, and as a flavoring for smoked meats.

**Last Quiz Answer: Ortanique**