

TESTA PRODUCE Market Report

Outlook for the Week of

**February 14,
2010**



Market Report

I have decided that we need another Holiday to improve the Restaurant Business across America, and I have come up with the perfect one - 'Forgiveness Day.' Just the sound of it should make you stand up and cheer. Look at all the possibilities - First, it's not just one day of the year. In order to be effective, it has to float, so you can use it any day you choose. For example, your significant other goes to the strip club and doesn't come home until late the next morning. Next day, he uses 'Forgiveness Day.' and all is well. Or, the reverse - your girlfriend or wife goes out with her friends shopping and maxes your credit card. The next day - Forgiveness Day - you tell her it's all OK, no blame, no foul, no getting mad, and best of everything, no guilt. How cool is that? The possibilities are endless on how you could use Forgiveness Day. Every Restaurant could have a Forgiveness Day cocktail that if you had 2 or more, you won't need Forgiveness Day because you wouldn't remember what you were forgiving because you would get blasted. All in all, Forgiveness Day would be a big hit because there is no one in the world who couldn't use it, and I mean no one - so if you are in favor of starting Forgiveness Day, send me your ideas

- Menus & Cocktails- and we'll see if we can't get this idea off the ground.

In the produce world this week, we have some big problems. Beans would be on the top of that list. My Clean Bean supplier for the first time since I have been doing business with them (and that is over 15 years) did not have Beans to send me. I do not know how long that is going to last - it could be over by the time you read this, or not, we will have to wait and see. Florida was severely hurt with the weather and it appears to really hit the bean crops hard. Also, the corn crop because that price is super high and the quality of the Corn is not very good. We are now seeing the effects of some of that terrible weather that hit Florida & California with the row crops out of California. Romaine is still having issues and so are Romaine Hearts, and the problem is rust in the center and some discoloring of the leaves, this takes a few weeks to clear out but can go 3-4 weeks, depending on the grower and how much he is willing to disc under for poor quality.

Asparagus is moving higher. Mexico is the main gun right now and quality is excellent, but higher priced. Artichokes are coming down

Market Report, Cont'd...

slowly and in the near future we see a time when we can promote maybe if you would be interested in doing a promo with Artichokes, let me know - send me an email at petert@testaproduce.com and I'll put together a time and size for you.

Cucs are higher next week, Eggplant is steady and in good supply, Baby Eggplant are also available along with Japanese & Chinese Eggplant thrown in - Thai Eggplant and you got a party. Green Onions are up still, Spanish Onions are steady, Red are steady, Colossal are higher. If you have been paying attention, you notice Garlic going up for the first time in a while, mostly because the cheap Chinese product has not been shipping, so prices have gone up.

We have a special on 70ct Potatoes next week, so if you use Potatoes, I would check out that price. Also, Cherry Tomatoes are special next week so also check out that price.

Zucchini & Yellow Squash are changing prices faster than a drive thru at Portillo's. Zucchini is still reasonable, but Yellow Squash is super high & doesn't look like it's coming down anytime soon. It also is short supply and that is not helping with prices.

Tomato prices and supplier are all over the board, small sizes are super tight and high priced, but larger sizes are in good shape, so you 4x4 and 4x5 size users are finally getting your day, but if you use small size, you guys are taking it in the shorts. Grape Tomatoes are steady and Cherry Tomatoes are on sale next week and they are Organic.

Head Lettuce is down and in good supply with

very few quality issues, not true for Romaine, which does have issues. Red & Green Leaf are good, Boston is steady, Mesculin is fine for now. Baby Lettuces are tight.

Citrus season is in full swing and we have great stuff - Oranges, Clementines, Kumquats, Mango Oranges, Fingerlimes, Satsuma Mandarins, Pummelos, Blood Oranges, Lulu Oranges, to name a few. Apples are also your best bet for good hand fruit, and we have some Heirlooms available in our special Apple Variety Pack. Also, one of our shippers is sending us a new variety - we don't know how many are coming, but that are called Lady Alice, and it's supposed to be a very good tasting, Crunchy, and will take a long time before it discolors type of apple, but we will wait and see when it gets here.

Strawberries are very difficult right now. Everyone is having issues with quality & supply and if you do get what you order they are not holding up well. Raspberries are also tight, Blackberries are still in the same boat. Blueberries have gotten easier but not much. Caped Gooseberries are available but please pre-order so you don't get cut. Watermelon crept up on us and it's high priced, so make sure you don't over order.

For those of you who don't know, we broke ground on our new facility. So 9 months from now, you will be invited to our Grand Opening - so keep buying from us so I can send you a ticket, or give us two new customers, and we will give you a ticket now.

Sale Items

Mango, Case \$7.80
Testa Item #25050

Cherry Tomatoes, 12 pints \$16.00
Testa Item #40156 & #63812

Potatoes, 70ct Case 50# \$8.90
Testa Item # 35162

Quantities are Limited
Available While Supplies Last!



Produce Quiz

Grown in hot regions all over the world, I am the most popular of all tropical fruits. Carib Indians hung me whole or a crown of my leaves above the entrance to their huts as a sign of welcome and a promise of food and drink. I am native to the lowlands of Brazil, and spread throughout the world easily propagated by cuttings. I have dwarf siblings whose core is completely edible and I have monster parents who weigh over eleven pounds. If you want me sweet, you had better pick me ripe because I have no reserve of starch to turn to sugar. I can be used fresh, sautéed, broiled, grilled, frozen, or juiced. I am famous as a cake, in fruit salads or canned. I have been used as a sore throat remedy and a meat tenderizer. I am also a very popular design on furniture.

Last Quiz Answer: Escarole

