

TESTA PRODUCE Market Report

Outlook for the Week of
May 23, 2010



Market Report

Governor Quinn has a bill on his desk that would reduce the cost of exhibiting at McCormick Place. The only two words I have for him are SIGN IT. If he does anything else, we need to remove him from office. This is the ball game as far as I am concerned, and action is what is needed, not BS. Chicago is the best restaurant city in the country and conventions are its life's blood, and Restaurants are my life's blood. Their issues are on my mind constantly and when I see Politicians involved in my business I always get nervous, so if Governor Quinn doesn't sign that document, I think I'll have a lot more nervous people around me and a few looking for blood.

I don't know if it's just me, but this year the Restaurant Show has got the whole city buzzing. I have not seen this type of business in 3-4 years and it is great to see and feel. Chicago always puts out the red carpet for all restaurateurs that come to our city for the show, but this year people and restaurants are rocking and that's great. America is waking up to the fact that going out to eat with friends doesn't mean you have to break the bank to do it, but it is a great way to socialize with your friends and get caught up on what's happening in our town, and enjoy good food. Some of my best times have been with family and friends around a table having a meal at the many great restaurants in our city and suburbs. So go out and enjoy, and always go to have fun, unless you are a restaurant critic, then it's a job and sometimes your job sucks.

The Local Asparagus is ramping up. It got started, then stopped, and now it's starting up again. The cold weather and a week of rain put the stop early to the grass but now things have returned to normal and we should have good supply for about 4-5 weeks. One thing that did happen was

the price went higher, which the growers liked but didn't do much for me except cause problems because we were selling product and losing money doing it, but we honored our price and sometimes you have to do that. Most of our competition just out of stocks it when that happens. Cauliflower has gotten stupid again, price is in the thirties, which is nuts, but supply is very very tight and good growing conditions are just not happening, so it will be a few weeks until it clears up, hopefully.

Beans are down, but Wax are still a problem. Not enough supply to go around. Cucus are down and quality is excellent. Seedless Cucus are steady. Eggplant is down and good quality. A great summertime item is Chinese Eggplant and Japanese Eggplant - lots of cool recipes can be found on our web site if you are interested. Cabbage, both Red & Green, are down. Corn is going higher- next week most of the supply is from Florida, but it should start to move up the coast. If you like Okra, it's available. Okra is not my favorite vegetable, but some people seem to like it so now is a good time if you are an Okra lover.

The Pepper market is very active, mostly on Green Peppers. The market went down very quickly over the last few weeks and now everyone woke up and said wow, we don't have any Peppers now, so let's raise the price again and slow things down. So guess what, they raised the price and people are still buying. So you just get to pay higher prices and you got to love that.

Florida Bee Potatoes are still high and so are A's for that matter. Yukon A & B are still steady, Radishes are steady from Florida also.

Yellow Squash are Zucchini are both down for next week and quality is your only issue and both items are very clean

Market Report, Cont'd...

with no problems.

The Tomato market went down again this week, which is great news for everybody. Next week it looks like our Organic Grower is going to ship some product. We are not sure what, but he always likes to surprise us. When he does ship product, most of the Organic Tomatoes have a softer feel to them. They are better than a Vine Ripe, their flavor is always better most of the time. What I like to do is give out Organic Tomatoes for regular on occasion to get the Tomatoes in customers places and have them try the Tomatoes. Most of the time, most customers want them all the time. Unfortunately, we can't get them all year at conventional prices, but when I can I pass them on to my customers at no additional charge, which I think is a good deal. They thought they were paying more and really weren't. When they finally looked at the bill, imagine how surprised they were when they realized how cheap Organic can be at times.

It is my goal to try and get as many Organic and Local and Sustainable products to my customers as I can, but I don't always advertise that, which I am doing because I just think it's the right way to go. I hope some people notice. We do have Organic Crenshaws next week if you're interested. They are very good and we have a couple of pallets so that should last a week or so. We have Organic Spaghetti Squash as well that we are giving out as conventional. On the Vine Tomatoes were Organic as well. They don't last as long as some of the other On the Vine Tomatoes, but they taste great. Kumato Tomatoes are available again and if you have not tried these, you should. They are great and excellent tasting. They are on the small side but powerful flavor. Sometimes good things come in small packages, but it's on a case by case deal. This is also true with women. My mom was 4'10" and she could kick my ass and did on many occasions, but I would not be here today without her as she reminded me every time I see her and when I call her.

Summer fruits are starting up big time. Cherries are now available, but pricing is the issue as the season goes the price usually drops week to week. This causes problems for customers because if they pay 60 or 70 dollars one week and price drops to 40-50 the next and 30-40 the following week, you can see how that could get someone excited. Quality is always an issue with Cherries and size is the other. Last year the season was cut short by weather. Growers are hoping this year is different. Early shipments have been very good but \$90 is a little high for most customers taste. I expect a 50% drop in a week and Rainier variety should be available also, so keep it in mind for Memorial

Day weekend. Peaches are excellent and White Peaches are in and with a little TLC you will be loving it.

Nectarines are also right behind it, same way. Apricots and Apriums are also on the radar. When you start to combine all these options you have an outstanding combination and great selection and flavor it only gets better so jump in.

Sale Items

Utility Potato, 6oz, Sack 50 # \$7.00
Testa Item # 68299

Mango, Case \$10.75
Testa Item # 25050

Pineapple, 8ct \$12.90
Testa Item #31603

Melons, Crenshaw Case \$19.00
Testa Item # 25351/65157

Tomatoes, Plum Case 25# \$13.95
Testa Item # 40155

Organic Peaches, 70ct. \$25.50
Testa Item # 68413

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

Of ancient origin, Marco Polo might have enjoyed me at street vendors when he visited Kubla Khan in the thirteenth century. In the beginning, I was at the start of our evolution -- I am a loose-headed variety, then came the semi-headed, the fluffy-headed, then the headed. A Chinese favorite, I am a cool-weather crop only recently grown in the west. I'm a delicate creature, whether you find me partially or classically prostrate. My leaves are crepe-like or puckered and borne on narrow leaf stalks; my midribs are small. The contrast of my dark green (almost black) leaves with my light stalks makes for a special beauty. My round soft leaves fold convexly, making some say my shape resembles a rose; indeed, my Latin name ends in rosularis, but I don't flower. When used individually or in clusters of four or five, I look like I'm related to a mustard or cress or a Chinese soup spoon, but I'm not. Whether you use me in a salad, a soup, or cooked as a vegetable, you'll love my delicate flavor, similar to bok choy, but with twice the mineral content of pak choi. My baby is sweet and a foundation for mesclun mixes. You know me best by my Japanese name, which rhymes with, but shouldn't be confused with, poi and choi.

Last Quiz Answer: PUMMELO