

TESTA PRODUCE Market Report

Outlook for the Week of
June 13, 2010



Market Report

Chicago has the Stanley Cup and if you are a Hockey fan, and it seems everyone is these days, this is a thrilling week for you. The rally in downtown Chicago was enormous – 2 million people showed up to cheer the Chicago Blackhawks – that was outstanding. Chicago is a great sports city. We really do have the best fans, they stick by their teams, even if everyone knows they suck. So far the Bulls have had great years, the White Sox have a World Series ring, the Blackhawks have the Stanley Cup – there only seems to be one team out of the loop. I wonder who that could be, you know what they say, it's not over until the fat lady sings, so let's just see how the season turns out. There is still time to turn around.

If you like Tomatoes, your season is about to arrive. Arkansas Tomatoes have started, they are an excellent eating Tomato and you will definitely love them, along with Mexico Vine Ripe and California Vine Ripe Tomatoes are all starting up again, but summer Vine Ripe Tomatoes are a lot better than Winter and that's a fact, so you're going to get excellent Tomatoes for the next few months.

You will also have Yellow Tomatoes available, Heirloom Tomatoes, Ugly Ripe Tomatoes, Wild Wonder Cherry Tomatoes, On the Vine Tomatoes, and a host of specialty Tomatoes like Sweet 100's, Red & Yellow Tear Drops, Yellow Grape, Yellow Cherries, small Ruby Grape Tomatoes, Mixed Medley, Kumatos, and Desert Glory Grapes & Cherries, so no shortage of

product. However, you have a few gaps in production. For example, Kumatos have been out for a week but the grower has been promising to deliver for a week and we still don't see any, but it's supposed to be soon. They are a good tasting Tomato but still don't beat my summer Vine Ripes. They are still the best. My all time favorite Tomato is a Kentucky Beef Steak. I consider the best Tomatoes of the summer regular tomatoes, but my all time favorite eating tomatoes are Heirloom, but a field grown Heirloom. Not the hydro grown, no taste variety that we have most of the winter. The season for Kentucky is about 1 month away yet, but we will definitely tell you when they are available.

This summer's locally grown season has started and for about 2-3 weeks Michigan has Strawberries and we have them on a first come, first serve basis. Or, if you can pre-order them we will deliver when you want. You can do that on any locally grown item we carry. If you are not sure if we will have them available, just call or email us and I will make it happen if it's available.

The markets aren't too crazy right now with a few exceptions. Pea Pods are crazy and look to be that way all week. Nappa is very strong also on both WGA and 30# boxes. Head Lettuce is very strong and will be that way all week. Spanish Onions are also up again for next week but Red Onions came down which is good. More items came down than went up next week. Eggplant is down, Cucs are down, Broccoli is down, Brussel Sprouts are down, Strawberries are going down, Romaine is on sale next week so take advantage

Market Report, Cont'd...

on the lowest price on Romaine in months. We should be able to keep it low all week. The sale is on whole head Romaine, not Romaine Hearts, sorry. Asparagus is a mixed bag next week. If you use Jumbo, your price went up. If you use Standard and Large size, your price went down. Go figure. The reason we are told is supply and demand - Jumbo is more popular in the Spring for grilling season and Jumbo is the preferred size for grilling and it's easy to do. The Grass we put on the grill is almost always Jumbo unless my customers use it all up, then we use large or standard.

Cauliflower is cheap and if you know how to grill it, that's another great item to grill along with Broccoli. I wasn't sure how to do Broccoli, but at the Restaurant Show, the head chef from Seasons 52 did a demo and showed how to cut and grill it. That was so easy, even I couldn't screw it up. Grilled Veggies are the best and most of the time they're so easy to make, I wish I had more time to learn some more cooking tricks but my next plan is to teach my son, this way I have backup. He's 11 years old, and don't worry, he's already learned time is money so some cash might have to be included.

Garlic has been a hot topic lately and most of the reason why centers on price. For years, China dumped Garlic in the US, which caused major problems with pricing. It went down so far that most California growers went out of business or scaled back to keep their heads above water. This year, China kept most of its production in China, therefore California was the only game in town and they raised their prices but the biggest issue is they don't have enough product so that and no China product has led to a higher market and prices we have not seen for years.

Summer fruits are really gearing up. Peaches, Nectarines, Apricots, Plums, and Cherries are all going strong. We do have lots of varieties of these items and we have some highly specialized varieties also, like Blue Velvet Apricots and super sweet White Peaches & Nectarines. Ask your sales rep if you need high end product and what and when you need it and we will get it for you. We also have the Ripe Fruit program going if you want to receive product that is ready to go. You must set it up with your sales rep and they

will tell you what the details are.

Produce changes very quickly and sometimes a little time spent figuring out your needs ahead of time will save you a lot of headaches later.

Sale Items

Mango, Case \$9.75

Testa Item # 25050

Pineapple, 8ct \$12.90

Testa Item #31603

Melons, Crenshaw Case \$15.50

Testa Item # 25351/65157

Romaine, 24ct \$14.00

Testa Item # 36900

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

They call the tree upon which I am born "The Wall Tree". Depending on who you ask I have between 200 and 400 varieties. I was first documented in Chinese literature by the great philosopher Confucius around 479 BCE. It wasn't until 140 BCE that I, the Chinese Fruit, was brought to Rome by the great Chinese emissary Jan Qian. The Chinese consider me the fruit of life, and my blossoms are worn around a young bride's neck to symbolize virginity and fertility. Before arriving in Europe and later America (in the year 1515) I spent quite a bit of time in Persia where I acquired several new qualities. I added another possible color for my flesh, and developed the ability to grow larger. When I arrived in Rome I was called the "Persian Apple". Pliny complained that it has more juice than flavor and he had to keep changing his toga. But some claim I am the ambrosia for the gods. With a firm but delicately juicy flesh, I used to be quite a delicacy, and very difficult to come by. Today I am one of the most popular fruits on the planet. In the month of July we are singularly responsible for one-third of all fruit consumption in the USA. Best eaten fresh, I can also be canned, dried, pureed or juiced. My sweetness tends to keep me in the dessert category but I am great alone as a snack,

Last Quiz Answer: BABACO