

TESTA PRODUCE Market Report

Outlook for the Week of
June 27, 2010



Market Report

Taste of Chicago is here again, so what all it does is make our Truck Drivers lives difficult and causes our business to slow down. No Fireworks this year and shorter hours on the 4th of July is not sitting well with vendors. We will wait and see how well everyone does but that is more determined by weather than anything else. Years ago I loved the 4th of July. Mostly because I like to blow things up. When I was a kid, I had a chemistry set and one of the first things I tried to make was gun powder. I didn't quite get it right but I did blow up part of the garage when I put a propane torch to a glass vile that contained my experiment. The fact I didn't get hurt was pure luck. I had walked away from the desk to get something when it blew. Explaining to my Mom was easy. I just told her I was studying to be a Rocket Scientist and would support her all her life if I got the job and part of job training was to blow things up. Fortunate or unfortunately for me, my Mom decided Rocket Science was not for me and so the Chemistry Set left the building. But not my love of Fireworks and blowing things up.

Local product is getting better. The Souther States are gearing up as well and next week we should see more Corn at cheaper prices. Cabbage is now coming from our local grower and product is excellent. We have Romaine, Leaf, and some Boston grown in Michigan. All of these should be available next week. We are pretty sure Local Asparagus is done but you might get a few stragglers in July. Tomatoes are tightening up across the country for next week but only for 1 week

and the only reason is Florida is done, bad weather up the coast in NC & Arkansas, and California is not ready and neither are our Local Growers in Illinois & Michigan. The market on Tomatoes jumped 3-4 days in 1 day.

Plum Tomatoes are steady, Cherry Tomatoes are steady, Grape Tomatoes are higher. Some of you got the Organic Tomatoes last week which are much softer than Gas Green. They eat great but cause problems when you go to slice them. If this is a problem for you let us know and we will fix it for you. We also have Kumato (limited), Yellow Cherry on the Vine (very cool), regular Cherry on the Vine, Heirloom Tomatoes, Yellow Tomatoes, Yellow Tomatoes on the Vine, Ugly Ripe Tomatoes, and Yellow Grape & Yellow Teardrop. We can get any Tomato you want if available.

Beans are steady, French Beans are down for next week. Wax Beans are very tight. Bok Choy is going down finally. Broccoli is going up again on all Broccoli - Crowns & Regular. Cauliflower is steady with signs of price change. Carrots are steady. Celery is steady. Cucumbers are higher. Eggplant is the same. Chinese Eggplant is still high. Green Onions are steady. Kale is the same. Head Lettuce is down. Romaine is down. Leaf Lettuce is down. Nappa is also down.

Spanish Onions are still strong, Red Onions are cheaper. Pea Pods are stupid priced, Sugar Snaps, are stronger, Parsley is higher, both Italian & Regular Red Peppers are going back up and so are Green. Yellow

Market Report, Cont'd...

Peppers are higher.

The Potato market is much stronger and that is always the way it goes during the summer. Sweet Potato are steady and if you like Sweet Potatoes like I do, summer is still a good time to use them, pricing on Sweet Potatoes is pretty steady so definitely keep this on the menu.

Zucchini & Yellow Squash are steady. All Hard Squashes are the same. Tomatillos are higher, Poblano are the same.

Honeydews are the same and next week most of the early part of the week you will get Organic Honeydew at no up charge and Organic Cantaloupe also. Both have excellent flavor and we even have Organic Galia Melons but limited amount. Peaches, Plums, Apricots, Nectarines, Cherries, Pluots, and Donut Peaches and Donut Nectarines are all available next week and quality and flavor are getting better by the week also. Figs are in and price is dropping so jump in now.

It's a good times to get Figs on your menu. Figs do sometimes gap but only for a few days so try and stay a little ahead.

Sweet Limes are back next week as well as Kumquats and Mandarinquats. And we have a few more surprises. Fingerlimes are back also. Our specialty grower is shipping his summer crop and he has a few good items that we will be trying. He is only shipping a little amount of some of his specialty citrus so we have to watch and see what shows up but I am pretty certain it will be excellent and after next week he may have a better supply so we will see.

Crenshaws are back. Sorry for the delay in shipping, we had a driver that forgot to pick up the Crenshaws but he got them here. We also have Canary Melons and we will be getting some new specialty melons also next week. We did get a few Champagne Grapes and some Driscoll Gold Raspberries. Both items are very limited. We are still waiting on Richters to start with the Gold Raspberries and Blackberries, those are usually his first two items and they will knock your socks off. Enjoy the Taste if you must, me, I'll be on a Golf Course. Lots less crowded but much better for my health.

Sale Items

Pineapple, 8ct	\$13.90	Testa Item #31603
Strawberries, Generic Flat 8/1#	\$11.95	Testa Item #64533
Melons, Galia Organic Case	\$18.50	Testa Item # 65156
Potato, Utility 6oz Sack 50#	\$7.50	Testa Item #68299
Potato, Utility 10oz Sack 50#	\$8.75	Testa Item # 32159
Corn, Case 45-50ct	\$10.90	Testa Item # 6150

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

One of my earliest appearances is estimated to have been around 3400 BC. My first sighting was in Tehuacan that is south of Mexico. Almost immediately someone was spotted me in Peru. Today I am primarily cultivated in South America and Europe. For the most part I am a long trailing or climbing plant, but a few of my relatives do the bushy thing. Yellow flowers and large shallowly lobed leaves protect me from the elements and snoopy passers-by. As a member of the cushaw family I have a smooth, nutty taste that is well complimented by cinnamon or nutmeg. By category, winter is in my name, but I am harvested during two other seasons. When harvested in summer I am tender and best suited for stewing, boiling, or baking in a pie. When I am harvested in autumn it is often fashionable to split me in half, parboil me (yooouch!), then stuff and bake me. My second harvest yields good meat for jams, preserves, or pickles. I am best when 10 to 12 inches long and about 5 inches in diameter. With a body shaped like a pear, my pale, tan, smooth skin peels easily to reveal my beautiful, finely textured, sweet, orange flesh (stay away if my skin is tinted green; it means I'm not yet ready). I am a great source of beta-carotene I am also a good source of Iron Riboflavin along with vitamins A & C. Most likely you will enjoy me in one form or another on your turkey table.

Last Quiz Answer: FAVA BEANS