

TESTA PRODUCE Market Report

Outlook for the Week of
July 11, 2010



Market Report

The weather in Chicago is Hot 'n' Muggy. This type of weather usually leads to problems with people and plants. On the People side, we tend to have shorted fuses and more violent behavior, which if you read the newspaper, seems to be the case with the amount of shootings lately. On the Plant side, this type of weather brings crops on early. That would be the case with Corn & Zucchini this year. Both items are now available a lot earlier than expected but that's OK because everyone wants locally grown product anyway. On the Corn side, it is mostly bicolor but the corn is outstanding in flavor and price is right. The Zucchini is also extra fancy and in good supply for now, but the hot weather can also be a force for evil and kill off crops when it gets too hot. Like over 100 in New York. When plants get overheated they shut down or produce inferior fruit or veggies that nobody wants or they just die, which is a big problem in the heat. If it rains when it's hot, it's good, but too much rain and everything blows up in the field. So, in recapping, if you're a farmer right now you want cooler temperatures, less rain, higher prices, and less government interference. Not necessarily in that order.

Asparagus is higher. Domestic production is ending and Mexico and Peru are your only choices so prices have stabilized but are higher. Beans have gone crazy- prices went up double what they were in one week. The only big problem we see here is production has not kept up with demand and there is a lot less product to buy and at higher prices. Cucumbers have

gone down, local production is starting and quality is improving. Broccoli and Cauliflower is steady for now. Celery is coming from Michigan & California but we are sticking with Michigan for now. The big difference in local Celery versus California is color & stringiness. California Celery is usually wider and less green, Michigan is greener and thinner. Flavor wise you would be hard pressed to taste any difference.

Carrots are steady, they are coming from California, Texas, and Mexico. A good summer item is Greens - Collard, Mustard, and Turnip. I don't know how to prepare Greens. That's why I have Chef Friends. They do it much better than me. That's a line we all could use as times to describe certain individuals, but I won't go there. Another good summer item is Eggplant, but not next week because price is higher.

Escarole & Endive are in that Green Family but mostly distant cousins, but you still could use them with your salad selection, but you have to remember they are a little bitter. If you really want to liven things up in the salad department, add some Chard to the mix. Green & Red Swiss Chard make a nice addition and they are reasonably priced most of the year. Of course, there always is Spinach which if you ever saw Sex in the City is always on someone's lunch menu. Spinach is one of those items that has lasted the test of time and bad publicity (remember the killer spinach a few years ago?). Everyone eats Spinach once in their life, mostly your mother makes you do it which scars you for life if you don't like it and every time you see it after that you get physically sick. IF you do like it then Popeye the

Market Report, Cont'd...

Sailor Man becomes your new best friend and you can leap tall buildings in a single bound (crap, wrong guy). Anyway, you get the idea. Spinach is good for you and you can date hot women if you like it.

The Pepper market is very unstable right now. Green Peppers are going down. That's the only good news. Red Peppers have doubled in price and yellow have tripled. This is the same issue we had three months ago when Yellow & Red were not available for awhile. I Don't see the market lasting that long but still prices are really high for next week.

The Potato market is also very active for the next few months. Prices are going up which usually happens about this time. Red Bee Potatoes are also going up, One item that is Red Hot next week is Lettuce. The market is way up in price. Most of the growers I talk to have said product is very short and demand exceeds supply. Romaine on the other hand is very reasonable and prices are stable and plenty of product is available, including local product, which is excellent. Red and Green Leaf are also stable. Mesculin is good all the Baby Lettuces are good and Baby Spinach & Baby Arugula are also good.

On the fruit side of things, you have great selection of product. Fingerlimes are back for the summer, but supplies are sporadic so there will be gaps from time to time throughout the summer. If you need them, order ahead and we will try to fill your needs. Sweet Limes are available. If you have not tried them, you should. They are a refreshing change of pace and may even boost your energy level. Kumquats are available, Lychee Nuts are back. All the great summer hand fruit is around as well - Peaches (White & Regular), Nectarines (White & Regular), Plumes, Pluots, Apricots, Mango Nectarines, Asian Pears, Cherries, Gold Kiwi, Tangerines, Mandarinquats, Figs, baby Apples, Papaya Mangos, Organic Oranges... I am sure I missed a few, but you get the idea. Also, don't forget Mixed Melons - Crenshaw, Orange Flesh, Casaba, Galia.. They are all around or should be shortly. Enjoy your summer. It won't last long, so go out and eat often and spend lots of money in Testa's Restaurants.

Sale Items

Pineapple, 8ct	\$12.90	Testa Item #31603
Potato, Utility 6oz Sack 50#	\$7.50	Testa Item #68299
Potato, Utility 10oz Sack 50#	\$8.75	Testa Item # 32159

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

A member of the large rose family, Homer called me "the gift of the gods." I have been cultivated for over three thousand years and held in high esteem by the Greeks, Romans and Chinese. Today my largest production comes from China, Italy, the United States, and Russia. I have several hundred varieties, a result of the cross breeding done in the 17th and 18th centuries. Most of my varieties are teardrop shaped, but some cousins are completely round. We are very thin-skinned as a group but quite colorful with a range of colors including yellow, brown, red and green. Whatever the skin color my flesh is always white or cream-colored and finely textured. My core is small with about 8 to 12 small seeds. My starch converts to sugar best after I am picked, and I ripen beautifully outside the cooler in a paper bag. I am rich in fiber as well as potassium and copper. Best eaten out of hand, I can be poached, juiced, or dipped. I am used in salads, sorbets, cheese platters, marinades, and stuffing. Contrary to my name, I am allowed to go out alone.

Last Quiz Answer: Sesame