

TESTA PRODUCE Market Report

Outlook for the Week of
July 18, 2010



Market Report

In Life, some things are very special. They hold significant meaning for large groups of people. Recently, a quasi-government group viciously attacked one of these very special things. Ronald McDonald & Happy Meals. Now, if you don't know this, a bunch of do-gooders said Happy Meals & Ronald McDonald were causing child obesity & McDonalds should halt all sales of Happy Meals and dump Ronald McDonald. How about we dump you? Child obesity is not caused by Happy Meals or Ronald McDonald. It's caused by eating too much and not exercising and not having proper nutrition and lots of other things, but not Ronald McDonald. The CEO of McDonalds immediately came to Ronald's defense- and he should. He said they are not dropping Ronald or Happy Meals. I think McDonalds is a huge success story that America should be proud about. They are a Business that is run for Profit and not the social conscience of the world. If you are so concerned about the health of our children, why don't you help the parents and schools teach proper nutrition and get exercise back in schools like it was when I was a kid? To say banning Ronald McDonald & Happy Meals will solve child obesity is a ridiculous understatement besides being stupid.

If we get our kids to eat more fruit & veggies that would go a long way to helping the health of our kids. And since I am in the fruit & veggie business, I would push that before attacking McDonalds.

It's summertime and plenty of very good fruits are

available. Let's start with Cherries. They are only around for a short time so take advantage while you can. Both Bing & Ranier are available. Mostly this year crop is on the smaller side but still very good quality, pricing is not cheap this year like last year and that's because volume is lighter.

Peaches are abundant this year. You have White & Yellow, Saturn & Regular, and Tree Ripe & a few Local all available at this time of year. This is when you have your biggest selection so take advantage if you can. Nectarines are one of my favorites and one fruit that is not promoted enough. Nectarines when they are ripe are better than Peaches in my opinion. They also make great toppings on all kinds of dishes from salads to desserts but you don't see them enough and we should change that. We should start a 'put nectarines first' campaign and Chicago Chefs could get national recognition for this effort. They have national campaigns for everything else, why not Nectarines? We'll see.

In other fruit news, Cantaloupe & Honeydews are higher next week and so are Pineapples. All three reflect higher transportation costs.

With Plums and Pluots, you have another item that during the summer has its largest selection, but that usually happens more towards the fall so not much is happening now but they do have some really good fruit available - don't be afraid to ask.

The second round of Figs should be happening soon and when it does the really good stuff hits so you just

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have to wait a few weeks. Yellow Watermelon are in a gap for a week or so. The Black Diamond Watermelon variety is not ready yet, but soon you also can get Personals which are a new fun way to serve Watermelon. Watermelon is a nice item added to salads, if you didn't know.

Summer also brings a variety of exotic fruit as well - Dragon Fruit is available, Horned Melons, Lychee Nuts, Cherimoya, and Passion Fruit, to name a few.

There is no shortage of good summer fruits- closer to home, you have lots of local product available. If you do not get our local & specialty list, please contact your sales rep or our IT Department. They will check to make sure you get it. Here's what's available, and we keep adding all the time: Zucchini, Yellow Squash, Red & Green Leaf, Romaine, Cucs, Cabbage (Red & Green), Corn (mostly bi-color), Acorn Squash, and Sprouts. There are more being added to our list all the time. We try and use as much local as we can but we must keep our California grower in the loop because good business partners are hard to find and I value relationships.

When the weather stays this hot for long periods of time, you can bet it will cause issues with reefers in trucks and drivers are not happy when they are working in these conditions, but if any of my drivers gives any of my customers a problem, I want to know about it so don't hesitate to send me an email or call me at work.

Asparagus is higher next week, Beans are down, Cucs are down, Eggplant is down, Cabbage is steady.

Head Lettuce continues to be high priced, Romaine is steady but Romaine Hearts are higher. The Pepper market is crazy again. Prices are way up on Green again. Yellow & Red are very strong also, but we should see some relief by end of next week when local product starts.

The Potato market is also very active. The bulk of Potatoes has finally been used up and the fall harvest is going to be delayed so look for higher prices next week for sure. All sizes are effected but Red Bee's and A's have not been cheap either. Fingerlings are

not doing well in California so product will still come from Colorado but prices are higher and supply is tight.

The Tomatoes went up, don't quite know what their thinking was besides there was a slight shortage, but that's over so prices should retreat, but I don't see anything yet. Plenty of really good Tomatoes to choose from are coming in - Heirloom, Vine Ripe, Kentucky, and Mexico to name a few.

Go out and Eat and enjoy your life, it's shorter than you know.

Sale Items

Pineapple, 8ct	\$13.50	Testa Item #31603
Potato, Utility 6oz Sack 50#	\$7.50	Testa Item #68299
Potato, Utility 10oz Sack 50#	\$8.75	Testa Item #32159
Honeydew, Case 8ct	\$13.50	Testa Item #16153
Cantaloupe, Case 12ct	\$16.00	Testa Item #05056

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

In the poo of the sham, in the paste of the tooth,
I've slept with King Tut and helped increase youth.

My sweet can't be beat, I'm sugar times fifty,
I allow retained water so thirst won't become thee.

Low my delicate branch yields the head of Medusa,
With rootlets and taproots tangled to seduce ya.

My skin is dark brown, my flesh yellow gold,
I help reduce phlegm and remedy your cold.

I'm the master of healing, a medical wonder
But don't use too much or the ground you'll be under.

Only rarely in candy, it's most often a fake
I put head on your beer, and will flavor your cake.

With all of this wonder the one thing I don't know
Is why my greatest use is in products tobacco?

Last Quiz Answer: Pear