

TESTA PRODUCE Market Report

Outlook for the Week of
July 25, 2010



Market Report

Water is everywhere today and that is not a good thing. Streets and highways are flooded making deliveries a nightmare. In addition to flooding, our phones are out, which is really bad. Trying to get the phone company on your cell phone to come and fix your main phones is a real trick. They really don't care and have no sense of urgency. 'We'll get there when we get there' is their response. Nice customer service, but when you are the phone company you do what you want.

I had some commentary on my last market report about McDonalds. It appears a couple people missed the point totally. The jest of the report was about government interfering in your business and child obesity is a much bigger problem than McDonalds. I always find it interesting when someone who doesn't know what I do or what I've done to educate and help kids eat better over the last few years make comments that have no basis in fact, but everyone is entitled to their own opinion and I will always defend free speech even when they don't have a clue about what they're talking about. They will make good politicians.

On to produce stuff, which in case you didn't know, is what I really do. Things are getting better. Lettuce is going down, Green & Red Leaf is going down also. Boston is down, Romaine is steady and Romaine Hearts are steady also. Michigan Romaine is starting as well and quality has been very good but all the hot & rainy weather can cause lots of problems with local production and over the next few weeks we will wait

and see what happens. More and more local farmers are bringing in product but some is going bad very quickly because of the heat and rain. You can get product that looks great one day and junk the next. That's what happens with local produce when weather conditions get crazy like now. Hopefully you use the product very quickly so it doesn't become a problem. On that note, one thing you should always remember never rely on a delivery truck to serve lunch that day. I don't care whose delivery truck – mine, Sysco, US Foods, anybody's. Sometimes it will bite you if something happens that is not in anybody's control, like weather and mechanical stuff happens, so always plan ahead. Cucs are down, Eggplant is steady.

Asparagus is higher and is in tight supply so stay ahead. The growing areas for Asparagus are having weather issues and production has gone down, which has raised the price for all next week and will stay high for at least two weeks until production gets back to normal. Beans are down, Wax are still tight, French are steady, Broccoli is down, Cauliflower is down, Celery is steady and coming from Michigan, product is excellent and good weight but remember you have to wash the stalks before you use it to remove any dirt trapped in the bottom. Also, local Celery is darker green, but that's a good thing.

The Pepper market is also coming down again. Local production is just getting started for Green Peppers and early reports are quality is excellent. Red & Yellow will soon follow and that will drive prices down we hope.

Market Report, Cont'd...

The Potato market finally got nuts and next week prices are up again. Growers have reduced most of their production and things are getting very tight with supplies. Prices have jumped up by 1 or 2 dollars next week and could go higher, so be prepared- cheap potatoes are going fast.

Yellow Squash & Zucchini are both local options but some are dying quickly because of the weather. We do have a better selection this week from different growers so we will see how that goes.

Tomatoes from Illinois are going to start and so is Alabama and quality is excellent but color will be a little pink for a week or so. Corn is still coming from Illinois but mostly bi-color. They are packing it in sacks, which means it will get more bruising than crates but they also pack 5 dozen, not 4 dozen so you get an extra 12 ears for the same price. This helps when you lose product due to poor quality on some ears.

Yellow Watermelon is back Monday after 9AM when the truck arrives with product. Red Watermelon are just getting started from southern growing areas. Mixed Melons are going strong – Crenshaws, Casaba, Gaila, Sharlyn, and Canary are all available. Excellent Tree Ripened Peaches & Nectarines are available, nice Plums and Pluots are available, a few Apricots are still around, Excellent Cherries- both Ranier and Bing, Terific Mangos & Papaya are available.

A few Nectarines and a few Passion Fruit are available. Mangosteens have started, pre-order is advised. Watermelon Radishes are back- production is gearing up. Champagne Grapes are in full swing and price is down, this you should get while you can. Champagne Grapes are cool for new people to try and if you have a good wait staff you can make the experience a great memory. So try a few and see if you don't make new friends. Lychee fruit are plentiful and a great time to try it. Rhubarb is another one that is very good right now and should be on your radar to be used. Gold Kiwi is back and better than ever. Add them to your list. Red Currants are starting up and make a great new addition to your menu. More stuff is coming so get selling.

Sale Items

Pineapple, 8ct	\$16.50	Testa Item #31603
Potato, Utility 6oz Sack 50#	\$7.50	Testa Item #68299
Cucumbers, Basket Case 24ct	\$6.90	Testa Item #06655
Corn, Case 45-50ct	\$10.50	Testa Item #06150

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am considered ancient, but this does not make me bitter. I have been known to be bitter throughout my Spring through Autumn harvest. My leaves are large and green with abroad base. My high acid content is evident in my most popular varieties including Wild, Round-leafed, Garden and French. Of those four varieties the French Rumex scutatus, is the least acidic. Ancient Greeks and Romans considered my high acidity an aid in digestion. I am often found hanging with my buddy Lovage but I can work solo and add a refreshing tartness to many entrees including green salads, sandwiches, cream-based sauces, omelets, soups, quiches, soft cheese, veal, pork, and fish. That's a lot of alliances for a sourpuss! My leaves are very rich in potassium, vitamin A and vitamin C. Although I have a potent bite, I do have a tender side that is used on meats before stewing and braising. Don't be fooled by my English name, as I will not get you high, but I will make you pucker.

Last Quiz Answer: Licorice