

TESTA PRODUCE Market Report

Outlook for the Week of
August 8, 2010



Market Report

Many Fruits & Veggies have been used over the year for lots of different things than what they were intended for. Watermelons have been used for bowling, although they are usually just a 1-time thing. Daikon Radishes have been used for all kinds of things, some creative Chefs even tried them as skewers, but a large piece of meat was required, so it didn't work out. Which brings us to Fennel. Many years ago, when my Grandmother was alive, she told me that Fennel was used by Italian women to lure men. Their story goes that Italian women would smash the fennel to get the juice, and then mix it with some oil and smear it on parts of their bodies. Their exact ratio of juice and oil died with my Grandmother, but she said it was very effective. My Grandmother also told me when I got married that if I wanted a Boy Baby that when me and my wife made love to put her feet on the wall. I told my wife this and she responded that Germans are not gymnasts, and we'll just have to take our chances with the regular way of fooling around. I have one daughter and three sons, so I guess we did OK.

Summer is a great time for produce. The Local Farmers are gearing up and quality is usually not a problem except when it's really hot and rainy. Then shelf life is an issue and how fast you use a product is key. When you buy produce at Farmers Markets, remember to use it that day or the next day - don't store it for the winter, you will be much happier with the product.

Next week we only have a few trouble spots. The

biggest one being Asparagus. Supplies are extremely tight. Cold weather in Peru has drastically cut production and made prices go through the roof. Asparagus will be in the forty dollar plus area next week and maybe the following week also. It will really depend on volume coming out of Peru and what Mexico can produce as well. Those are the only two areas of production, so they can do pretty much what they want and they are.

It also appears that some row crops are going up. That would be Romaine and Leaf Lettuce. This will not be a long term deal because production is also available locally and product is quick to recover. We have been getting a lot of inquiries about local Heirloom tomatoes. One of our major local growers did not plant this year because he didn't like the return he got last year. He barely covered his cost so he decided not to produce this year. I am sure we will get something, I just don't know when. Regular Tomatoes from Michigan are plentiful, but mostly on the big side. Illinois will have some stuff but not very much. What Illinois does have is Peaches, and they have been excellent. Flamm Orchards from Southern Illinois sent us a pallet of product and they were great. You have to ripen them for a few days at room temperature, but after that they are great. We also got some from Michigan & those two were also great. Same scenario, ripen them for a few days and you're good.

Beans are higher, Cucs are steady, Broccoli is higher, Cauliflower is steady, Celery is steady, Head Lettuce is the same. Peppers are down on all varieties - Red, Yel-

Market Report, Cont'd...

low, and Green. Squashes are going up, both Yellow and Zucchini are higher next week.

The Onion market is coming down, which is a good thing, but the box Potato market is going a little crazy. Prices are up again for next week and growers are saying it will be very active for at least a month. The big size potatoes are going to be a problem- 40, 50, 60, and even 70ct are going to be tight and much higher priced, so be prepared and play it close for the month of August.

The Tomato market got stronger this week and looks like it's going to stay that way next week as well. Excellent Yellow Tomatoes are available, so make sure you add them to your salad items.

We have some excellent hand fruit for next week. You already know about the Peaches and also Nectarines, Plums, and Grapes are all excellent quality and very good eating. WE have some excellent single layer product. IT eats like sugar, but we only have a limited quantity, so first come first serve. Strawberries are supposed to get a little tight this week. We will watch and see what happens. Raspberries, Blackberries, and Blueberries are much higher next week, and supplies are tighter.

Yellow Watermelon are back and make an excellent choice for something different on your fruit plate. Cherries are just about done and Rainer are done. Figs are coming back again, some are in trays and some will be in pints soon. Mixed Melons are still available and add a nice change of pace to fruit plates. Bananas during the summer ripen very fast, so don't over order or you will be baking a lot of banana bread, which is not my favorite.

We had our annual Local Farm trip last week, and it was a big hit with all that came. The Farmers are always great to help explain what they do and most of my customers do not know all the work that is involved in farming. The work does not stop during the season, and many long days are put in to bring a crop to market. The challenges they face are great and we should be concerned because America needs to grow our own food. I do not want to import food - that would be a huge blow to American independence, and

we need more farmers and they need to be in America.

Lots of local product is in, so take advantage and Chicago is rocking this weekend and next, so enjoy your summer - it will be over before you know it.

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 first gained fame in 1850 when I helped save Brussels from famine. My common name comes from a relative's Latin surname and we both share a Latin first name. Members of the Composite family, our names have been interchanged through the years, but only I have a Flemish name and have been called white gold. I am an herb and it is my complex cultivated form that is a delicacy -- they cut off my head, hide me in the dark, and wait for my second growth. Usually a slender blonde, I'm 4-8 inches long and 2 inches in diameter. Enjoy my mild bitter sweet taste fresh in salads or stuffed. Braised or gratinéed, I am excellent just with butter or in recipes with cured meats. When crossed with Radicchio, I'm red-tipped and milder, but will lose my flavor if cooked. My roots are a substitute for coffee, but commonly go by that other name. I stimulate the appetite, cleanse the intestines, aid digestion, and contain folic acid, potassium, and vitamin C. During the 1988 Iowa caucus, presidential hopeful Michael Dukakis was derided for suggesting me as an alternative crop for American farmers.

Last Quiz Answer: Sorrel