

TESTA PRODUCE Market Report

Outlook for the Week of
**August 22,
2010**



Market Report

If you like to tan and lay on a Beach, this weather is perfect for you and you don't have to fly anywhere. But if you live in Chicago you know weather is a funny thing, and it can change at a moments notice, so enjoy it while you can.

We have an announcement. We have just launched our new & improved web site and it's pretty cool. You will find lots of new things and it's much easier to navigate. You get to see all new pictures of my staff - even the ones that didn't want their picture on there (with the exception of my daughter), and by the way, I think Lenny looks fabulous for his age (he dyes his hair). If you never met Tony, one of my Buyers, you would never know he was that handsome (he's available if you're over 21, female, and have a job). Of course, I can't comment on all the beautiful people who work here or I never would finish the Market Report. Let's just say they all look great. But really, check out the new web site. You'll like it.

Local Product is in full steam. August & September are great months with lots of availability and if you are a Compass account, we want you to Buy & Promote Local the whole month of September. We are going to try and sell more local product to Compass during September than anywhere else in the country. Those people in New York got nothing on us, so I plan on kicking their ass. It's mostly for bragging rights, but it's for the year, so I am going to give it my best shot.

Your Fall Menus are right around the corner and don't forget hard Squash. They are local and they are plentiful, so keep them on your mind for the fall. If you need help with a menu, you can always call Courtney, our Exec Chef. She can help as well. Sweet Potatoes are another good fall item and you can do wonderful stuff with them. Anything that involves Sweet Potatoes- you definitely got me as a customer. Apples are your other good fall crop item and plenty of local crop is available. If you are a Honeycrisp Apple fan, the local season is only 3 months, so get in early. But there will be plenty of other varieties available. Small crop Apples are going to be a little short this year because the crop is smaller, but that happens in farming. You don't always know what you're going to get.

For years I have had customers use pumpkins for soup bowls, but I also think pumpkins can be used more often than just for soup bowls. I would like to hear what other ideas people have and maybe we could have a prize for the coolest idea (and no, bowling with them does not count). Send me an email and me and my staff will judge the suggestions. I won't tell you what the prize is, but I guarantee it won't be a pumpkin.

Beans are down, Cauliflower is down, Celery is steady. Carrots are steady, Eggplant is a really good deal next week so jump on it. Cabbage is steady, both Red & Green. Corn is up and down. Some growers have started new fields and others are all done.

We still have great local stuff and we will keep going as long as our farmers have product. Cucus are steady,

Market Report, Cont'd...

all sizes are in good shape. Okra is available if you like Okra. Collard Greens, Mustard Greens, Turnip Greens are all available. Pepper market is down again this week, local Peppers are excellent and prices are falling. Red Peppers steady and Yellow are still high. Zucchini and Yellow Squash are a mix bag, we will have local product and organic product on zucchini & yellow squash, we will have local and some Florida. Our main concern with Yellow is always appearance. Everyone wants smooth clean looking yellow so scarring is an issue with us. Unfortunately, Yellow Squash can scar at the drop of a hat. All it takes is a little wind and you get scarring, so expect a little in each case. Local Tomatoes are starting but expect they are going to be soft and must be used right away. No green hard Tomatoes come from Illinois unless you want green tomatoes. Then we will get the farmer to pick them for you.

Asparagus is coming down, but Peru is not producing as much as we need. The price came down because demand came down as well. Broccoli is steady, Brussel Sprouts are still pricey, Head Lettuce is very expensive next week. Prices have doubled in a week and market is very strong all next week. Romaine on the other hand has come down and looks pretty steady for next week.

The Berry Market is starting to get interesting. Strawberries are not having the best weather for good, strong berries. Mostly berries are soft and tender and don't have a lot of shelf life after harvest. You should not hold berries for any length of time. Use them quickly right now. If Strawberries are firm, they will last a week. When they are soft and tender - 2 days, maybe. Blues are switching back to 6oz trays, the season for pints was cut short this year because of low crop yields. Raspberries are a touch higher and the berries are just fair. Red Currants are now available for a limited time. Order early if you need one.

If you didn't try one of my specialty grower's Plums you probably missed the best tasting Plume I ever had. His season is only 4 weeks and he just sent me my last shot of product. 30 Boxes and the fruit is outstanding. If you call, ask what we have in Andy's Fruit and try to order early. But remember, too much heat will make this fruit go bad. You must deliver early and use

it. Lots of great hand fruit is still available - Peaches, Plums, Nectarines, Asian Pears, Tangelos, Apricots (almost done), to name a few, but as we get into Fall I have a great special fruit guy that's about to start. So we will have cool stuff for awhile. Enjoy your summer, it won't last long.

Sale Items

Cucumbers, Basket Case 24ct	\$8.90	Testa Item #06655
Potato, Red B Case 50#	\$18.50	Testa Item #32174
Cantaloupe, 12 ct	\$12.00	Testa Item #05056
Honeydew, 5 ct	\$11.50	Testa Item #16151

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

We're native to India and may be 10,000 years old. The Romans loved us. Then Americans declared us only fit for cows in the late 1600's. But today, we join the Queen for tea between slices of buttered bread. Smooth or warty, we always have glossy skin and almost white flesh. Ranging from 3 inches to 2 feet in length, generally the English are the longest, while American's are shorter and fatter. The Chinese hang weights on us sometimes to make us grow longer and stronger. Big or small, long and firm, with seeds or not - someone wrote a book listing why we are better than a man in 100 ways. We do hang out with real climbers, who may need some guidance, constraint or support, so we don't end up rolling on the floor or taking over the party. Peel us if we're waxed, scrub off any spines, and gut us if you burp. Eat raw, steam or sauté. Leave in vinegar, but not the freezer. We're a must for Greek salads and gazpacho. Combined with yogurt, we counter Middle Eastern spices. Great with fish, dill, and tomato. A source of potassium, calcium, folate, and vitamin C, we're fat free, cholesterol free and sodium free. We're a diuretic, purifier, and relaxant. Use us as a cool astringent to soothe your skin. From fields and greenhouses, we come for you all year with a summer peak.

Last Quiz Answer: Endive