

TESTA PRODUCE Market Report

Outlook for the Week of
**August 29,
2010**



Market Report

Summer is always a great time in the city. Neighborhood Festivals & special events in the city are always a great time. We think this economy has a lot more way to go to get to full recovery, but we feel it's well on its way. People love to go out and eat with their friends and you don't have to break the bank to do it either. There are plenty of places for everyone to enjoy from the most expensive to the neighborhood Hot Dog stand, if that's all your budget can afford, so be it. Your friends are your friends and your company is what counts, not how much money you spend for dinner. Some of my best times have been spent over a glass of wine and some great cheese with a small group of people, talking about life & politicians (not so much politics) and we didn't break the bank to do it. Right now with more people out of work than I would like to see, being fiscally responsible is important. We hope you at least get to enjoy some private & family time while we still have great weather. Soon enough if you live in Chicago the weather will come back to bite you .

Mother Nature has a bad habit lately of screwing up growing areas and causing problems with supply of fresh produce. The recent hot weather in California has caused the Strawberry crop to reassess production levels for the next few weeks and growers are saying it does not look good. The Berries are too tender to ship for any length of time and so what they are doing is sending a lot of the crop to the freezer because of the condition of the fruit. This has a tendency to raise

prices and that will happen over the next few weeks. Blackberries are steady for now, Raspberries have gone down, but Blues are going up and switching back to 6oz containers.

Excellent hand fruit is available - Peaches (both White & Regular), Nectarines, Plums (lots of varieties), Tangelo's, Clementines, Pears (all varieties). This time of year I think is the best time for good eating fruit. You have your local production going and you have the best of California at the same time. Your choices are great. Yellow Watermelon are in also and make a great addition to any breakfast salad bar or fruit plate.

At this time of year, Watermelon come from all over the country - Mexico, Texas, and Indiana are all players during or part of the summer season. One of the best eating Watermelon are the Black Diamond variety - you can tell it by its black skin on the watermelon. It also is one of the most expensive melons during the summer. We like to use them when we can, but they are not always available because of demand. Mixed melons are now are excellent - Galia, Crenshaw, Sharlyn, Casaba, Canary, and Santa Klaus are all around, but some days certain varieties are not available. You can always sub with a different variety are still have outstanding melon. Prosciutto & Melon is one of my favorite dishes and every summer I always try it in any restaurant I go to if they have it. With all the different Mixed Melon available the combinations are great of course. Everyone likes Cantaloupe & Prosciutto but how much better it is when you use a variety Melon that has great flavor. Just think if people tasted that

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good what a wonderful world we would live in. Everyone trying different flavors of people (maybe not such a good idea). Anyway, try some different Melons you will be happy. Heirloom Tomato season is ramping up, both Locally & Nationally. Heirlooms are by far the best tasting Tomatoes. The Heirloom Tomatoes that I am talking about are grown outside, not the Hot House- no taste-stuff that is available all year. There are Hot House Tomatoes that are outstanding – Kumato comes to mind. I would use those before a Hot House Heirloom but the Heirlooms we will be getting are great, so definitely put them on the fall menu. You will have a winner.

The fall crop of Pumpkins is starting early and that's because of all the Hot weather we had. Farmers are saying the Pumpkins came early and so we should see product in a week or two. We will have all different sizes available but if you want a 300-400 lb Pumpkin, let me know early because we are hearing that super sized ones are very tight and not many made it that far. Don't forget Gourds, Wheat Stalks, Indian Corn (both regular & mini), Hay Bales (large & small), and Corn Stalks – all to make your fall menu impressive.

Head Lettuce is still a little high but it's coming down by next week. Romaine is steady, Green & Red Leaf are coming down also. Cucs are down, Cauliflower is steady, Celery is steady, Broccoli is much higher, Peppers are steady (all colors & sizes), Asparagus is falling as predicted. We should see Asparagus back in the low twenties very soon.

One item that got hot is Pineapples. Usually they are pretty steady but there is a big shortage of supply and prices have gone up quite a bit. My shippers tell me there is a pretty serious situation and they can see problems in the month ahead. Cantaloupe will also be going up next week. Honeydews are steady for now.

Figs are back, both Red & Green, if you are a fig person, now is your time. Put them on the menu. If you have never tried Figs, shame on you. Figs contain super secret vitamins that boost your immune levels and make you very desirable (they can't fix ugly), so don't be shy and give them a try.

There is a looming problem on the way and that would

be Garlic. The following update says it all:

“The garlic industry is going through a shortage in raw product that it has not seen in twenty years. The lack of production in China is the cause of this shortage. To understand more precisely, when China hit the US market about 20 years ago, the pricing was 3 times less the price of American garlic. China was a huge supplier in the US market and commanded a substantial piece of the market share. Things have changed. China came to realize they were not making money on this commodity and acres of planting were cut back substantially. This coupled with heavy rainfalls in the Asian growing regions has made Chinese garlic scarce. Current customers found that they were going to need larger volumes from the US companies to meet demand. The problem is that US production was not increased because they were not aware of the Chinese situation. Now the scramble is on to meet demand. Although more garlic is planted with the larger growers in the US, the growing takes about 2 years to have product available to harvest. In essence, we are looking at a shortage in supplies for a couple of years for this commodity.”

Sale Items

Cucumbers, Basket Case 24ct	\$7.50	Testa Item #06655
Potato, Red B Case 50#	\$18.50	Testa Item #32174
Cantaloupe, 12 ct	\$12.00	Testa Item #05056
Honeydew, 5 ct	\$12.50	Testa Item #16151

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

Related to the breadfruit and the fig, I am the largest tree fruit in the world. I am native to India and Malaysia. Portuguese explorers formed my name. I can weigh as much as eighty or ninety pounds, but I am usually sold as four or five pound fruits. My greenish-yellow skin is completely covered with pointed warts and I turn yellowish-brown when ripe. With an intense fragrance, my ripe yellow or pink flesh is juicy with flavors of melon, mango, and papaya. My large seeds, in fleshy sacs called “bulbs”, are often roasted and the chestnut flavor they impart is enjoyed by many a native. My seeds can also be boiled and ground into flour. My seeds are rich in calcium and my flesh contains carotene. My flesh can be made into preserves, dried, used in fruit salads, candies, curries, or meat dishes. When unripe yet mature, I can be cooked as a vegetable, but watch out for the white, milky latex-like liquid I ooze in this stage, as it will make your hands will stick together.

Last Quiz Answer: Cucumber