

TESTA PRODUCE Market Report

Outlook for the Week of
**September 5,
2010**



Market Report

If you are a person who likes to be informed on food, there is an excellent article in Time magazine's health section called 'The Organic Food Debate.' The article discusses organic food of all types - meat, chick, dairy, and produce - and puts forth arguments on whether or not organic is the right choice. It is well written, but no article can gather all the info on organic and being in the produce industry I do take exception to some of the conclusions because I have much more information than the writers. It still is a very good article and one I would suggest you read if you have time. It's the August 30th issue.

If you have not had the chance to check out our new web site, I suggest you do. Courtney's Corner (our exec chef) has some cool info on products and you can ask her questions if you'd like to find out more about any product. The web site has some tricked out graphics but does contain a wealth of information if you need it.

It's labor day already. where did the time go? But nice weather is not done- do not give up the ship just yet, I still think we have a 90 degree day left in the forecast and my golf game still hasn't showed up yet this year, so I am not done with summer just yet. In case you were interested, our new building will be open sometime in January of next year and if I ever decide to build another building, just shoot me. It would be less painful than all the trouble and work it was to build this one. I will say it is turning out to be

the most eco-friendly foodservice facility in the state and it's a riot walking on the roof. We will need a few months to get the bugs out, but after that, everyone is welcome to stop by and say hello.

The Produce markets are a little quiet this week. Labor Day is usually a go out and have fun outside kind of day. Some of our restaurants will be very busy and some will be dead. No happy mediums in this line of work. If you call ahead and want a certain kind of local product, please tell customer service and have them put a copy on my desk. Thanks for doing that, it really helps to make sure you get the right product.

Corn is higher, Beans are steady, Cucu are down, Eggplant is steady, Asparagus is down again for next week - supplies have improved and prices have fallen. If you have a good recipe for Eggplant, now is the time to use it. I am a big fan of Eggplant mostly because of my Italian upbringing. My Grandmother & my mom made all kinds of eggplant dishes so eggplant was a staple in our family. Not so much in my Jewish friends houses, but when they came to mine they all ate it. I will say when I was a kid my friends always like to come over and have dinner and my mom never had a problem with it and my whole life it's always been that way. She never refuses anyone for dinner and like most Italian moms, she always overcooks. My sister, not so much. they count & calculate how many people are coming if they have kids, how old, how many adults, what they can eat... and in the end, they are always wrong so my mom's way of doing it I think is still the best.

Market Report, Cont'd...

Green Onions are steady, Spanish Onions are going down and so are Red Onions. The Onion market was a bit in turmoil there for awhile, but things seem to have calmed down. The Potato market is anything but calm. Prices are going up and quickly. Supplies are getting low on certain sizes and demand is still very good. That will lead to higher prices. The high price is just one element of our business. The supply is just as important and in some cases it is the only thing that is important. The reports from the grower are late September we should know how the crop will be, so during the next few weeks it should be a rough ride.

Zucchini and Yellow Squash are going up, Tomatoes are steady, but Michigan is not producing enough to keep prices down, so all Tomato products went up a couple of dollars, but we do have some great Heirlooms if you're interested and the price went down next week.; Yellow Tomatoes have been very scarce for about two weeks now but next week we should have some coming in.

The Strawberry Market is getting tighter and it's all related to weather. It was hot in growing areas so Strawberries don't hold up as well and for that matter, most Berries don't hold up well in heat. Prices on all berries are much higher next week - Blackberries and Blueberries are up, Raspberries are steady, but demand may take them up also.

Red & Green Grapes are excellent. You have lots to choose from right now, so size, flavor, and price are all excellent. Figs are excellent and also priced right. Good eating hand fruit is available so don't be shy. Order some for your fruit plates. Local Apples are getting ready to start from Michigan. Our grower tells us that the crop size will be smaller this year, so prices may be higher than what you could get elsewhere, but let's wait and see how the market plays out.

Hard Squash season is here - Acorn, Butternut, Spaghetti, Delicata, Sweet Dumpling are all around and some are in one day and gone the next so don't order for same day - we might not have any.

In a few weeks we will have all the fall items available (pumpkins, corn stalks, gourds...). We will send out a flyer also when they're in.

Sale Items

Cucumbers, Basket Case 24ct	\$8.50	Testa Item #06655
Potato, Red B Case 50#	\$16.00	Testa Item #32174
Cantaloupe, 12 ct	\$12.50	Testa Item #05056
Beans, French Green Case 5#	\$11.00	Testa Item #03352

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am a member of the nut family. I am native to South-east Asia and the Melanesian Islands in the Pacific Ocean. I am the year-round king of tropical and sub-tropical regions. I have a thick, hard skin whose color ranges from green to brown depending on my level of maturity. At any stage my tough brown fibers tousled around my shell give me a constant 5:00 shadow. In Sanskrit I am referred to as kapla vriksha I which means, "tree which gives all that is necessary for living". They were correct, as even today I am totally useful. Carpenters use the wood of my palm while my strong fibrous leaves are used to make rope, baskets and fabric. Crack me open to reveal my crisp white meat and belly full of liquid. My meat is rich popular tasting accompaniment to shell fish dishes, cookies, pies, cakes, custards, and candy. My liquid, when not drunk directly from my shell is used in sauces, curries, puddings and other desserts. I am also famous for my "milk" which is created by pouring boiling water over my grated meat, leaving it to cool and then straining. As you read this I probably surround you if not actually on you directly through the use of your soap or fragrance. I contain a considerable amount of saturated fat, a moderate amount of fiber, and scarce amounts of protein, calcium, sodium, phosphorus, potassium, magnesium, iron and copper. Finally though mostly thought of as a nut, I am actually a drupe, meaning a fruit with a hard stone. Well, sometimes you feel like a nut, sometimes, you drupe!

Last Quiz Answer: Jackfruit