

TESTA PRODUCE Market Report

Outlook for the Week of
**September 26,
2010**



Market Report

It's the beginning of fall- the leaves are going to change and fall onto the putting greens at most golf courses and make putting difficult, but as long as the weather cooperates you can still enjoy the fall and all the beautiful colors it brings. The fall also brings a change in Produce supply- things start to go south and out west again. It does not mean we don't use local farmers, we continue to use all local guys till they don't have any produce left- we will have hard Squash from them for a while. All the Pumpkins and Gourds, Indian Corn and other decoration are all locally produced. If you like Heirloom Tomatoes now is the time to jump in- we have a great assortment of both local farmer's and our other suppliers are going full steam and the flavor is excellent.

If you haven't noticed Yellow Teardrops, Yellow Grape Tomatoes and just about anything yellow was super short last week and this week also, prices have jumped up into the thirties and forties. We will take care of everyone we can but there will be some shortage. If you are a Fig lover you have a slight problem- Fig season is winding down and prices are going up. Figs are one of those items that either you really like them, or you really don't. If your Italian or Greek and don't like Figs, then you are not Italian or Greek. Most European cultures love figs and they have always come up with great ways to use them in every part of a meal from breakfast to lunch to dinner.

I still think for the fall you have to go the Hard Squash way- it just makes perfect sense and if you have a great soup recipe that can go in a pumpkin, you have a winner!

Asparagus is still tight, production is just getting back to normal- Mexico is starting back up so we should see better supply next week. Beans are stronger, Corn is steady, Cucs are steady, Carrots are steady- both Michigan and California are available. Green Onions are steady. The Pepper market is little unstable right now- Green Peppers are still a little high, Red are still cheaper and Yellow are kinda floating in the middle, so sometime next week it's going to get interesting. The Potato market is still high on Boxes but Red Bees and A's are very reasonable.

Another favorite fall item- Sweet Potatoes- is getting ready for the big day- Thanksgiving! Everyone uses sweet potatoes for Thanksgiving and naturally prices go up at this time of year.

The Tomato market has been very active for the last few weeks, all tomatoes have been much higher. Especially Grape and Cherry Tomatoes, they have been much higher than normal.

Head Lettuce is steady. Romaine is higher. Boston is steady. Leaf Lettuce is down from last week. Mesclun is steady.

Local Apples are starting to fall, we have Honeycrisp from Michigan that come in all different sizes and as

Market Report, Cont'd...

you would expect, all different prices. Michigan Apple crops this year are not turning out to be the best and that is coming from the growers themselves. Most of the fruit is running big which is a problem for school business because kids don't eat big Hand Fruit. We will wait and see how the season goes but it looks like Washington will see more action this year.

The Berry market is very active. Strawberries are better- prices have come down a bit, Raspberries also went down, Blackberries are down also but Blues are still high priced and tough to get. South America is the next growing area to start and they are behind because of cold weather. Growers are saying they won't have any volume till mid to late October.

The best choice for Hand Fruit next week is in the Plum family. Pluots and Black Plums are excellent and so are Nectarines, but they are on the larger size. If you are buying for a school ask for volume filled Plums, it's your best deal.

Don't forget to look at the Weekly Specialty sheet- it is loaded with cool stuff, Case and point- Wasabi Arugula which is brand new this week. And yes, it takes just like it sounds, you will get a kick out of it, so give it a try- we can make small bags if you need some.

Sale Items

Cucumbers, Basket Case 24ct	\$10.50	Testa Item #06655
Potato, Red B Case 50#	\$16.00	Testa Item #32174
Pineapple, Case 8ct	\$14.95	Testa Item #31603
Honeydew, Case 6ct	\$9.50	Testa Item #16152

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am an evergreen, a native of Brazil. I proudly rise up to 40 feet high. I grow in warm, subtropical, and cool tropical regions. I am harvested 5 to 6 times a year, as I have to be separated from the 1 to 4 inch spear shaped leaves protecting me. I am round and only one inch in diameter. My thick black, maroon or purple skin gives way to my white or pinkish translucent pulp. I grow out of the larger branches and directly from the trunk of the tree. Highly cultivated in Rio de Janeiro, I have also been seen occasionally in the United States and have even traveled as far as Australia. Often enjoyed fresh, we can also be used in fruit salads or as a garnish. I create succulent jams, jellies, juices and wines. My high sugar content makes a satisfying snack while providing ample amounts of vitamin C.

Last Quiz Answer: Lemon Cucumber