

# TESTA PRODUCE Market Report

Outlook for the Week of  
**October 3,  
2010**



## Market Report

I came to work this morning and it was cold – not good. I need somewhat cold. That is more like an Indian Summer. With weather changing, menus are changing also. Restaurants switch to more heartier meals and soups start to take the center stage. Minestrone soup is always a favorite at this time and you can get 10 different ways to prepare it. I always felt Minestrone was a great soup for Chefs because you could vary the ingredients and it's kind of like the chef is the only one who knows what went into it. Like Tuna surprise without the tuna. When I think of all the items available nowadays, it's no wonder why Chefs keep coming great ideas on soups. I am partial to Chicken soup myself and that comes from my childhood with my grandmother. She always made great chicken soup but my Mom did an outstanding job also and the tradition continued with my Wife, who also has a great recipe for Chicken soup. If you have ever been sick and your grandmother shows up with chicken soup eat it, it's good

Next week produce prices look a little better, if you like Asparagus next week is your week

– we have Asparagus cheap and lots of it in all sizes.

Beans are steady, and French Beans are higher. Wax Beans are very tight. Corn is still high, Cucs are steady, Eggplant is down, Baby Eggplant are still local and Holland Baby Eggplant are showing up. The Pepper market is all over the board. Red are still down, Yellow are steady also. Green is coming from 3 or 4 growing areas so prices are varying a lot. We still have local production and we have California also Georgia and Florida product as well.

The Squash market is cheaper, Yellow is down, Zucchini is down and Hard Squash are the same. Row Crops are moving higher by the end of next week. Head Lettuce will be higher, Celery is going up, Broccoli is also going higher. Leaf Lettuce is higher, both Red & Green Brussel Sprouts – the new symbol for Nicor – is much higher next week.

The Tomato Market is getting better, prices on Large size Tomatoes have come down, Plum are cheaper, Grapes are down, Cherries are down also.

## Market Report, Cont'd...

The Lime market is cheaper, Honeydew & Cantaloupe are steady for now, Watermelon is the same. Strawberries are having an issue because of weather – I don't know if everyone pays attention to the weather in California but when it hits 100 plus that's a problem that either shows up right away like Broccoli & Cauliflower or later, like Berries. When you get very hot weather the quality of your product whatever product you grow or ship takes a hit so the Berries are steady for now but let's see what happens next week. Blues are still high, Blackberries are steady, Raspberries are steady.

Plums are your best hand fruit if you ask me. There are still lots of Peaches & Nectarines that eat OK but finding them is a everyday issue. Pears are also a good option.

Lots of specialty products are available – Asian Pears, Candy Striped Figs (very limited), Passion Fruit, Dragon Fruit, Champagne Grapes, Star Fruit. Pomegranates, Cranberries, Mangosteen, Caped Gooseberries, Baby Kiwi, Yellow Watermelon, Persimmons Fuyu type, Cactus Pears, Pepino Melons, Medjool Dates, Raisins on the Vine, Sugar Cane Swizzle Sticks, Honeycomb, Pee Wee Potatoes, Purple C Potatoes, Veggie Best Peppers, Baby Asst. Carrots, and the list goes on.

Now, if you want something a little different, how about Centennial Kumquats? These little babies are cool as hell but only around for a short time. Their season is about 2 months and they are packed in Clamshells and price is a little higher than regular Kumquats, but excellent quality & flavor and did I mention they are 100% organic? We will also have (after Tuesday) Heirloom Tomatoes at a cheaper

price. Fingerlimes are back and if you don't remember, ask your salesperson about them.

If you're a Keifer Lime Leaf person, they're back. We have Organic and Regular and lots of cool stuff, so jump in.

## Sale Items

Cucumbers, Basket Case 24ct	\$8.50	Testa Item #06655
Pineapple, Case 8ct	\$14.25	Testa Item #31603
Honeydew, Case 6ct	\$9.50	Testa Item #16152
Cantaloupe, Case 15ct	\$13.50	Testa Item # 05057

Quantities are Limited.

Available While Supplies Last!

**BE SURE TO USE THESE ITEM NUMBERS!**

## Produce Quiz

I am the proud, the sweet, the fruit of the Chicle tree. I produce a milky latex that is boiled down to form the major ingredient in chewing gum. I am native to South America, but I am also grown in the West Indies, the Philippines, South Florida, and other tropical climates. Some say I look like a cross between a potato and an apple. I am round, lemon shaped or oblong, about 3 inches in diameter with a russeted rough, grayish brown edible skin. I have four inedible black seeds (used to make tea) with a soft, sweet, fragrant pulp that is fine grained. My flavor can be likened to the flavors of brown sugar or maple syrup. Eaten with my skin on, like an apple, will mellow my intense sweetness. My honey blonde deep reddish brown melt-in-your mouth pulp can be eaten out of hand or used in pancakes, rice custard and sherbet, fruit salads and wine. I can also do amazing things to a root beer float. I am quite high in fiber and considered to be a good source of potassium. I contain vitamin C, sodium and iron as well.

**Last Quiz Answer: Jaboticaba**