

# TESTA PRODUCE Market Report

Outlook for the Week of  
**October 10,  
2010**



## Market Report

If you like Heirloom Tomatoes your day has come. Growers are loaded with Heirlooms and they told me to sell them- so I am. Next week's price is under \$20.00 a case, so jump in- the Tomatoes are ready. If you need another item to go with the Tomatoes, how about Local Acorn Squash, I know most Chefs have a kick ass recipe for Acorn Squash so next week is a good time to buy. The local product is still going but the weather is not cooperating- the colder it gets in the morning, the worse it is for local product. That's why some items end super fast because the cold kills them off and their done.

Supply of many items is changing again- Product is moving south to Mexico, Florida and Southern California over the next few months. When their transition starts, all newly planted fields are subject to weather related problems and if you remember last year, when Florida was about to start with Tomatoes, they were hit with freezing temps, the crop was wiped out and prices went through the roof for months.

Hopefully we won't get the freezing temp again this year. When only one part of the

country is producing product, that's when you have your greatest risk.

The market is much higher on Beans next week- Prices have gone up because supply is very tight and demand is excellent. Asparagus will continue to be a great deal next week so keep pushing those grilled Asparagus side dishes. And if you don't do grilled Asparagus, there is always side orders of Asparagus with Béarnaise Sauce- just don't call it a healthy option and you're good. Cucs are still depressed and will go up at the end of next week. Eggplant is another excellent buy next week, and when you combine it with Acorn Squash and Heirloom Tomatoes you have the makings of one great, cheap meal!

Now the question I have is do you know how to use Eggplant? If you are an Italian restaurant, you are excused. If not, my suggestion is find the nearest Italian Grandmother and steal her recipe- I guarantee it will be better than any cook book version.

Green Onions are getting back to normal and price is steady. Box Potato prices are going down, Bee Potatoes are going up, Sweet Po-

## Market Report, Cont'd...

tatoes are the same. Fingerling Potatoes are starting back up again- new crop Fingerling in Colorado. Carrots are still coming from Michigan and California for a few more weeks.

The Pepper market continues to be depressed- prices on Red Peppers are at the lowest I've seen them all year. Yellow Peppers are not too high and Green are fairly steady. Zucchini and Yellow Squash are both going up next week- Product from Mexico is much higher, but remember, the box is larger- 26 lb. verses 20 lb. - but for the next few weeks it will be switching between both sizes.

The Tomato market went down a little toward the end of this week but it looks like Plum Tomatoes are going up next week. Yellow Tomatoes are still going strong. Grape Tomatoes are down a little and Cherry Tomatoes are down as well.

Local Apples are in and yes, Honeycrisp are the best. Strawberries are higher but that was expected. Blueberries are still high and growers and importers are saying it will be a week to 10 days until volume increases to get prices to go down. Blacks are starting to go down on generic names but Driscoll still wants too much money. Raspberries are up a little but still a better deal.

If you are an Organic lover, we have Organic Oranges that are wonderful. We only have one size, so not a lot of choice there, but they have great flavor. We also have a Brand New item- Centennial Quat- and it will only be at Testa. It has beautiful shape-very different than Kumquats- and it also has a great color- yellow and green. You could use it on any fish dish. You could candy them or use them in a bar as gar-

nish. Lots of uses- only limited by how much Tequila you drink.

Fingerlimes are going to be much bigger this year and we will have a lot more of them. These little goodies were the talk of the town last year and they are going to be outstanding this year. You can do all kinds of cool things with them so don't be afraid to get a little creative and go for it!

## Sale Items

Cucumbers, Basket Case 24ct	\$7.95	<b>Testa Item #06655</b>
Pineapple, Case 8ct	\$14.25	<b>Testa Item #31603</b>
Tomatoes, Mix Heirloom Case	\$16.50	<b>Testa Item#02459</b>
Squash, Acorn Green Case	\$14.50	<b>Testa Item # 01200</b>
Potatoes, 100ct Case	\$17.50	<b>Testa Item#35165</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

I am a product of centuries of cultivation and selection. I am indigenous to central Asia and Europe. I was very popular among the Greeks and Romans but my oldest friends are the Chinese who have known me for close to 5,000 years. I am starchy, crunchy, sweet and particularly petite. In my early days my look and taste was a bit of an eyesore, until my friend the famous botanist Gregor Mendel got a hold of me, fortunately, and greatly improved my appearance and taste over the years. I am raised with several brothers and sisters, I rarely grow alone. Our homes range from 1 ¾ to 6 inches in length. Each home contains as little as one or as much as ten of us. My skin can be slim and svelte or flat and swollen but always with curves in all the right places. I have over 1,000 varieties including smooth and wrinkled canned. My colors range from green to grayish, whitish, or brownish. I am sold fresh, dried, or frozen. I contain small amounts of protein and I am rich in Vitamin B. I am often used as a cover crop as I provide nitrogen for the soil. I am mainly consumed in soups or a traditional side dish to accompany meat, and mixed with other vegetables. As for one of my most popular varieties they may not be handy when building a man or ball but I wouldn't plan to stir fry without them.

**Last Quiz Answer: Sapodilla**