

TESTA PRODUCE Market Report

Outlook for the Week of

**October 31,
2010**



Market Report

It would be a fair statement to say Sysco and Testa are arch rivals at times but I cannot just stand by and let them take a hit for a possible source of Salmonella outbreak last spring. I have watched over the years conjecture and false statements ruin companies and they have no way to defend themselves after the story breaks you are in damage control and when it comes out that 'oh we were wrong' like last year with the Tomato outbreak that eventually they changed their mind and said it was Peppers -but that didn't help the Tomato companies involved, the first release of the info they took a huge hit. It makes no difference to me how big the company is, conjecture is still someone's best guess- how would you like your business to depend on someone's best guess? If you cant positively prove something there is no reason to say anything publically until you can.

If you like Strawberries you might want to try something else for a week or two because you will find the price you will pay for them (if you can find them) is going to be a little crazy. To say they are not available would be an understatement. Last week I ordered four pallets from my supplier and they gave me 40 boxes out of 448. Now I am not Salomon or Jesus, there is no way I am going to make 40 boxes into four hundred. I was hoping they didn't give me any, then its easy- we're out- but I still have to figure out what to do. For next week, needless to say we are in a market pricing environment but some of my

customer corporate offices have informed me not to ship Strawberries because of price. If Strawberries are blocked on your order guide or you don't know, call and ask, we will do our best to fill an order for Strawberries, if you can buy them, but if Mother Nature doesn't cooperate there really is nothing I can do.

Don't think for a minute Strawberries are your only problem next week, if only it were that easy. We have major issues with the following Lettuce, Romaine, Leaf Lettuce and Green Onion, oh and throw in Cantaloupe also. The Head Lettuce and Romaine prices are going into the high twenties next week and weather is the big culprit but also growers are in transition to Huron and that always causes a problem with supply. It will be a problem according to my growers for about 2 weeks or maybe longer. I would hope it clears up sooner but I know better. Cantaloupes are switching areas and that leads to a spike in price, for now- we will see how long that lasts. Not all Cantaloupe are up, one size is on special next week so pay attention when ordering to get the better deal.

Not everything is bad for next week; Zuc and Yellow Squash are for nothing and very good time to use them if you can. Limes are cheap and plentiful; Pineapples are back on sale, Hard Squash is still extremely reasonable. Potatoes are down and Local Russets are cheap. Heirloom Tomatoes don't get any cheaper then now and the variety is outstanding. We

Market Report, Cont'd...

got a lot of great compliments on flavor as well. My all time favorite is Heirloom Tomatoes and Fresh Mozzarella with some great oil and basil- it's almost a meal. Corn is still reasonable. Beans are down but French Beans are higher. Cucs are down. Peppers are down but we are on our last legs for Local Peppers; if temps drop down to the 30's, it's over.

Seedless Cucs are steady, Broc is steady, Cauliflower is still a little high, Celery is going up, Asparagus is going up, Fennel is higher, Brussel Sprouts are down a little, Red Peppers are much higher for next week, Yellow Peppers are much higher also, Sweet Potatoes are higher.

The Tomato market is stable for now. Plum Tomatoes were high but I see them falling in price all week next week. Vine Ripe Tomatoes are running excellent- good color and nice flavor (not as good as the Heirloom) but still good. Cherry Tomatoes are still high but next week things should improve. Grape Tomatoes are down quite a bit so if you could use those instead of Cherry Tomatoes you will save quite a bit on price.

The Pear market is taking off. Your choices are D'Anjou, Bartlett, Comice, Red Pears, Bosc, Asian, and Forelle- to name a few. Plus, you have all different sizes 70,80,90,100,110, 125 and smaller sometimes.

You have the same selection in apples but only more, and your choices for local are still there. Granny Smith, Ida Red, Jonathan, Gala, Fuji, Jonagold, Honeycrisp, Romes, Macs and Braeburn to name a few.

We also have Clementines starting next Monday if you need a good small hand fruit. Quince is available and if you are of Greek descent you know all about Quince. Good Plums are still around for now. Black and Red are a touch higher but still good. Nectarines are done and Peaches are just fair, we can still get them but several customers said they look OK but taste not so hot. That would be an unofficial comment. New Citrus that is coming but don't

know when: Fingerlimes, Chilean Navels, Tangerines, Persimmons, Globe Grapes, Sweet Limes, Ortanique and Baby Kiwi.

I forgot to mention that the other Berries- Blue, Rasp, and Black are all down in price so if you can use them instead of Strawberries, go for it. We will update you next week on the Organic Citrus that's coming in two weeks- cool stuff.

Sale Items

Pinneapple, Case 8ct \$14.90	Testa Item #31603
Tomatoes, Mix Heirloom Case \$14.50	Testa Item#02459
Squash, Acorn Green Case \$15.50	Testa Item # 01200
Squash, Yellow Fancy Case \$11.50	Testa Item# 49350
Squah, Yellow Medium Case \$11.50	Testa Item # 38662
Potatoes, 100ct Case \$15.50	Testa Item#35165
Cantaloupe, 15ct Case \$13.90	Testa Item # 05057
Zucchini, Fancy Case \$9.90	Testa Item # 52657
Zucchini, Medium Case \$9.90	Testa Item # 03461

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

Like the onion, I have been around for so long (9000 years at least) that my mother, the original wild plant is gone. I have learned to adapt to many different growing conditions in the same way that I have learned to respond to many different names. From my immature leaves and shoots to my white, cream-colored or purple-gray flesh, most of me can be consumed. My prolific cultivation and harvest easily explain my use as a staple food throughout one third of this planet. Just to show off, we proved we could yield over 1,000 bushels on one acre of rich damp soil in just two years! That ought to leave a challenge for the rabbits. Although I have over 100 siblings and appear in shapes from oblong to round, we all come with thick brownish ringed skin that is rugged and hairy. I do require caution as I contain toxic crystals of calcium oxalate, a sticky juice, just beneath my skin that can produce an allergic reaction if direct contact is made. A simple solution is to use gloves or running water when peeling my skin. You will have to put on the heat to consume me as my leaves and roots contain an indigestible starch that is neutralized when cooked. I have a high starch content, a sweet taste often considered to have an artichoke-chestnut flavor, and can be used in the same way as a potato. I have been boiled and ground and fermented into poi, sliced, dried, and smoked as a traveling food, and wrapped in banana leaves when cooked in an umu pit. My leaves can be pureed, mixed with minced onion and coconut milk for umukai. I am rich in thiamin, Vitamin C and Potassium. Low in protein but rich in starch I am easily digested.

Last Quiz Answer: Cremini Mushroom