

TESTA PRODUCE Market Report

Outlook for the Week of
**November 7,
2010**



Market Report

If you can say anything about produce- it changes quickly and usually it's for the worse. That can be said for what is going to happen with Cantaloupe for next month- America you have a big problem; the weather in the growing areas is not good, the off-shore deals will start 3-4 weeks later than expected, the West Coast and Arizona are finished, and what's left in the field has numerous problems- decay, soft fruit and hosts of other problems. So now the big problem is what to do with marginal fruit. Most growers are shipping and saying 'that's it, take it or leave it.' Some of the fruit is usable but its all in- how bad do you want Cantaloupe? We are looking at all of our in-bound loads and rejecting most of them, but that means they send it to the market and sell them cheap, and our problem becomes supply. Did I mention that this is when all those customers that were on contract that didn't buy on the contract all now want to buy on the contract, very similar to all my new friends on Strawberries, which, by the way, is on life support next week. I don't know if I am getting any Berries yet, I have to see if they load anything. My guess is a handful. Back to Cantaloupe, we will try and fill everyone's orders but we cannot guarantee size- its whatever is good, that could be 9-12-15-18. I think we will be mostly in the 9-12 but we will see. Don't worry there are more problems in produce, so lets get to them.

Lettuce and Row Crops are in transition. That means that #1 labels are going to have some issues and in some cases, they will not pack their #1, they will back a 2nd label. It doesn't mean the product is bad, it means that it is a lighter weight or has some defects like red rib or

peel in it. Its an industry wide problem, not every label has it but you don't know when its going to hit so you do your best to lessen the effects but you can't guarantee it won't show up in one of your boxes of lettuce. If you have any issues we will back you up 100% but you have to tell us when it happens, not a week later. Romaine is having issues as well, mostly with the Romaine Hearts and its twisting and some red rib. It's also an industry-wide problem and hopefully it will not last long. As long as we are talking about bad news, we should be talking about Red Peppers who went through the roof last week and are very strong for the next week- Yellow Peppers are much stronger as well. Green Peppers are steady but that's not going to stay that way for long. The Bean market during the winter gets a little crazy and with the Holidays coming up you can expect it will continue, prices are steady but slightly higher for the next week- French Beans are higher across the board. Corn is steady, Cucs are down, Celery is higher and will keep going till the Holidays are over. Green Onions are stronger. Carrots are higher- product is switching back to California but some Canadian and Texas product is around at cheaper money. Red and Green Cabbage are steady. Eggplant is up a little. All the Greens are coming from multiple sources- Ohio, Georgia and California.

Hard Squash is going up, local product will finish up due to overnight freezing temps. Zuc is still a great deal all next week but that should be about it, expect higher prices later in the week.

Yellow Squash is higher next week- product is moving more to Mexican shipping. The Tomato market is active but reasonable- most growers are moving south and sup-

Market Report, Cont'd...

plies are adequate to handle demand. During the winter months Tomato color is the single biggest issue and if you are on our Vine Ripe Program, great, but if you need Red Ripe Tomatoes all year, call your sales rep to discuss your needs.

On to Citrus and Berries: Good news, Blueberries are in the toilet, or should I say aggressively priced? Yes, that's better. Either way, they are cheap so jump in. Back to Tomatoes- Heirlooms are super cheap next week also so I would definitely have them on the menu. Raspberries are also cheap and plentiful. (How many times have you ever heard me say that?) So Raspberries should be taking up those Strawberry spots. Also, Blackberries are reasonable. So all in all, 3 out of 4 Berries are a good deal- that's not bad. On the Citrus side, Clementines are back and these are a great addition to any fruit amenity that you give your VIP guests. We do have coming towards the end of the next week our first shipment of high end Organic citrus that we will be putting out a special sheet on later next week or the following week. Don't forget Grapefruit, its back and excellent quality. Cranberries are available and just in time for all your Holiday needs. Some of the other Citrus items that are now available: Ugly Fruit, Kumquats two kinds -Centennial and Regular, Fingerlimes- if you haven't tried these you are so missing out on one of the coolest items around. Cara Cara Oranges, Sharon Fruit (Dec), Gold Kiwi. Did you know that Kiwi is one of the best fruits to eat? It could be labeled a super fruit because of all the health benefits, but what is really important, if you have Kids, they have been shown to like Kiwi because of its size and will eat it more often than not once you get them to try it. It also contains various important nutrients that we all need. So Kiwi should definitely be on you list of breakfast or fruit plate items. Blood Oranges are still around, some fresh Figs are still here, preorder is better on those.

Cherimoya is a great item and can be used in many different applications. Buddah Hands are back, if you are familiar with those- its called Fo Shoukan in Chinese and Bushukan in Japanese- its main use is the peel or pulp; it can be candied or used for zest and its cool looking also. Mangos, one of the most popular fruits in the world, are always a good deal and if you don't include it on your menu, you should. Wintertime makes it difficult to get outstanding hand fruit, but Citrus is the way to go during the winter. I am not a big fan of

offshore Peaches, Nectarines and Plums because I feel they are very inconsistent. On occasion you can get good stuff, but it is always difficult to keep a steady supply. If you asked me for it, I will get it when it's available and product will start soon. Actually Cherries are going to be available next week and yes, high priced. Soon after they will start with Apricots- usually not bad, and then Peaches, Nectarines and Plums we will wait and see how things shape up.

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
Potatoes, 100ct Case \$15.50	Testa Item#35165
Zucchini, Fancy Case \$9.90	Testa Item # 52657
Zucchini, Medium Case \$9.90	Testa Item # 03461
Honeydew, 6ct Case \$10.50	Testa Item # 16152

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am originally from the Middle East and Central Asia. I have been cultivated there for thousands of years. I am a member in good standing of the Umbelliferae family (you may have heard of my cousin hemlock, I know Socrates has). I am a biennial plant and have hundreds of varieties ranging in height, thickness and color. In fact my various colors almost cover the entire rainbow including, white, orange, red, purple, and if left out to long, black. I am produced globally but my largest crops come from the United States, China, England, France, Japan, and Poland. My uses are truly universal. Need to soothe a burn? Use me raw as a compress for immediate relief. Menstrual cramping got you bloated? Don't run to the medicine cabinet, head for the refrigerator and munch out on me. Wanna make your wine more interesting? Use me in the fermentation process and cheer the results. On the culinary side, I have one danger. Excessive consumption will make your skin color, my primary skin color. This is a great alternative to the tanning salon. You will enjoy me in crudités, soups, salads, sandwiches, cookies, cakes, or classically glazed with brown sugar and butter. I am a dieter's delight with my way low calories, and don't even talk to me about fat, I have none! I am 87% water yet rich in vitamin A and Potassium. My slender shape also contains Vitamin C, Thiamin, Folic Acid, and Magnesium. My oil is rich in Vitamin E. These days you could very well find me skinned and topless, but don't worry, that gets me to the plate more quickly. Children thrive on my babies, horses love the old folks. Why, with this many colors shapes and uses, everyone will find a variety that suits them. You shouldn't have to jump in a hole to enjoy me any more.

Last Quiz Answer: Tarro Root