

TESTA PRODUCE Market Report

Outlook for the Week of
**November 14,
2010**



Market Report

The winter months are always such a fun time; produce prices and supplies are extremely challenged at this time. It seems like each week a different item gets crazy, or in a good week, 3 or 4 get crazy- that would be next week, just in case you were wondering. Lets start with the big on- Head Lettuce. Every grower, shipper and buyer is scrambling to get product and in the process, the price is getting stupid right now. Prices will be in the thirties next week and supply, well let's just say good luck. If you do get product you still have light weights, tip burn and black cores, all of which make customers nuts because they want perfect product and weather should not be part of the problem. The thing is nobody told Mother Nature and she decided to change things around a little so we are faced with light supplies and less than stellar quality, oh and add in high prices. On that list of products moving up Romaine is there along with Leaf Lettuce, Boston Lettuce and Romaine Hearts. You also have to remember we are in the transitioning mode of growing areas which causes all these problems.

Along with the lettuce issues we may as well add the other problems- Broccoli is much higher, Cauliflower is much higher, Asparagus is moving up but mostly standard size. Sugar Snaps are having quality issues, Pea Pods are OK, Beans are going up, Cucs are down, Eggplant is steady, Cabbage is steady, Red Cabbage is still high priced. Carrots are switching to California. Celery is going up quickly, guess why? Turkey- Celery- Stuffing. Garlic is still high. Ginger is going up again. Leeks are much higher and supply is very tight. Mushrooms are also having issues if you didn't know, growers have lost 25% of their production and were forced to increase prices. Some of the growers actually shut down plants and were trying to fill in from other suppliers; this is an ongoing problem and we will wait and see what happens. Spanish Onions, Red Onions, and Green Onions are all up for next week. Green Peppers are slightly stronger, Red Peppers are very strong and Yellow Peppers are still high. I expect the Green Pepper market to jump up next week big time.

Potatoes are a big favorite for the holidays and this year your choices are numerous. You have your regular Idaho Potato,

always a favorite, along with Sweet Potatoes- if you don't serve Sweet Potatoes for Thanksgiving you are not from this planet. Sweet Potatoes belong on everyone's Thanksgiving menu. Some of the other choices: Red Garnet Sweet Potato, Red Potato both A and B also C if you like small stuff, Yukon Golds A and B size, Fingerling Potatoes several varieties to choose from, Pee Wee Potato, Okinawa Potato, Yama (white) and Boniato all can be used as Potatoes for the holidays. Sometimes its good to experiment and try something different, I would suggest that if you are going to try and use some of the different options in Potatoes I gave you, that you have a dry run on your family or friends first before you serve it at a dinner party for your closer friends. If it doesn't work out at least it's just your family that gets to be guinea pigs. One note about the holidays, especially Thanksgiving dinner, if you are having your relatives over for dinner, never run out of food- really bad idea. It does happen so always remember, extra is better- Always.

Tomatoes are going down with the exception of Plum Tomatoes, which went up. Cherry Tomatoes and Grape Tomatoes are cheap next week. Vine Ripes are getting better and Repacks have nice color.

The Strawberry situation has not improved; it is still in a very short supply issue, which is causing lots of headaches for just about everybody in the produce business. I don't see them changing any time soon at least not until we can get more supply ramped up in December. Raspberries are still a good option and Blues are also a good buy. Black Berries are going up, and quickly, because supply is running short for about 2-3 weeks. Our Organic Citrus is delayed by about a week due to trucking problems.

Grapefruit is excellent from our growers right now. An interesting fact I learned awhile ago and just remembered is that Grapefruit and Grapefruit juice can have an effect on certain medicines and can actually neutralize some of them- that's why doctors sometimes tell you not to eat Grapefruit or drink Grapefruit juice if you are on certain medicines. I think one of the ones it definitely neutralizes is Viagra- so for all you Viagra users, that's a problem if you like Grapefruit.

Market Report, Cont'd...

Navel Oranges are 1 week away and the first Navels are always a touch green so waiting a week or so to switch it won't kill anybody to wait. The Clementines are in and a few early boxes were OK but next week things will be much better.

The Lemon market is crazy still, growers are still having a major problem filling everyone's orders but things are slowly improving. Cantaloupes are higher again next week and growers cannot meet demand so prices continue to rise and without an increase in supply we could see a \$30 Cantaloupe market. The good news: Honeydews are still down and supply is excellent, so I suggest a little more Honeydew on the breakfast bar and a little less Cantaloupe. Watermelon is still for both Seedless and Regular. Grapes are still excellent and should stay that way for a few weeks.

Lots of cool Fruits and Veggies are available right now so take a look at this list and see if anything interests you. We might need a day or two to get something but just e-mail me and I will tell you if it's available and when you will get it.

FRUITS

Apples, Baby
Apples, Caramel
Apples, Lady
Apples, Specialty
Cactus, Pears
Coconuts, Dry
Dragon Fruit (limited)
Grapes California
Limes, Mexican Key
Pears, Asian
Pears, Bosc
Pears, Forelli
Pears, Red
Pears, Seckle
Persimmons
Pineapple, Baby (limited)
Pomegranates
Pomegranate seeds
Quince
Tropicals (limited)

Dandelion, Green
Eggplant, Varieties
Endive
Fennel, Baby
Garbanzo Beans, Fresh
Garlic, Black
Kale, Lacianato (Tuscan)
Kale, Savoy
Leeks, Baby
Mushrooms, Beech Brown
Mushrooms, Beech White
Mushrooms, Hedgehog
Mushrooms, King Trumpet
Mushrooms, Maitake
Mushrooms, Wilds
Onion, Cipollini
Onion, Pearl
Parsnips
Parsley Root
Potatoes, Fingerling
Potatoes, Pee Wee
Radicchio
Radish, Specialty
Sweet Potato, Baby
Sweet Potato, Korean
Sweet Potato, Okinawa
Tomatoes, Heirloom
Treviso

VEGGIES

Artichokes
Asparagus, White
Beans, Specialty
Beans, Fava
Beans, French
Beets, Baby Colors
Brussels Sprouts
Carrots, Baby Colors
Cauliflower, Colors
Chard, Rainbow
Chard, Red
Cucumbers, Persian

ASIAN

Beans, Chinese Long
Bok Choy, Baby
Bok Choy, Ultra Mini Baby
Bok Choy, Tip
Bittermelon

Cabbage, Napa
Cabbage, Savoy
Chile, Thai
Daikon
Edamame
Eggplant
Gailon
Kimchi (jars)
Lemon Grass
Lotus Root
Malanga
Mango
Mizuna
Mushrooms, Shiitake
Noodles, Crispy
Papaya
Peashoots
Pears, Asian
Peppers, Shishito
Peas, Snap
Peas, Snow
Taro Root
Tatsoi
Tofu
Wasabi Peas
Wrappers:
Eggroll, Wonton, Pot Stickers
Yu Choy Sum

LATINO
Achiote Paste
BBQ Onion
Chiles
Chipotle
Corn Husks
Dry Chilies
Jicama
Key Limes
Tomatillo
Tortillas
Yucca

OTHER

Aloe Leaf
Bee Pollen
Chestnuts
Dried Wild Mushrooms
Honey (varieties)
Kimchi (jars)
Sugar Cane Swizzle Sticks
Tofu (varieties)
Vanilla Beans
Wheat Grass

Sale Items

Pinneapple, Case 8ct \$14.90	Testa Item #31603
Potatoes, 100ct Case \$15.50	Testa Item#35165
Honeydew, 6ct Case \$11.00	Testa Item # 16152
Cucumbers, Basket 24ct Case \$8.50	Testa Item# 06655
Tomatoes, Grape 12pt Case \$10.75	Testa Item # 40113
Tomatoes, Cherry 12pt Case \$9.75	Testa Item# 40156

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I have been cultivated in Asia for at least 2,500 years. In 1493 I managed to make the cut, and was brought to America by Columbus. I am now a popular year-round native of California. After being discovered, because of my similar characteristics, my liquid quickly replaced verjuice. I have light green foliage and a bright peel which varies in coarseness, size and thickness. I am used worldwide, with my distinctive zesty pinch, in desserts, baking, marinades and drinks. For sodium watchers I am a common substitute. I am rich in potassium, Vitamin C, folic acid and essential oils. If you are going to be in the woody insect infected outdoors, you won't want to be far from me. I am a popular pharmafood, considering my ability to alleviate rheumatism and intestinal problems. Industrious children may share their street corners with me during the Summer and Oscar shares his last name, but please hold the mustard.

Last Quiz Answer: Carrot