

# TESTA PRODUCE Market Report

Outlook for the Week of

**December 19,  
2010**



## Market Report

What does Christmas mean to you? Of course if your in retail you can't say Christmas anymore, you have to say Holiday Season, but that's BS because its still Christmas to every man, woman, and child- but who am I to argue. At this time of year the need to help your fellow man is pretty great, not everyone can help, but if you can, now is the time to do it. Do you get extra credit from God? No. But helping people in need is not an 'atta boy' deal, it's a 'I want to do it' deal. Yes, we are all busy, but once in a while life is not so busy we can't see other people's problems and want to do something about it. Every year that I can remember Testa gets hundreds of requests for donations and we do as much as we can, but the need is greater every year and the past few years it grew a lot more. People who never thought they would need help just to put food on the table are looking for help. So if you ever think it cant happen to you- think again. When you see a guy or girl holding a cup at the corner in 10-degree weather, roll down the window and give a little. Even if you think he or she is not really homeless or doesn't need the money, standing in 10-degree weather is no picnic.

You can always do what my wife said one time- carry a can of soup or veggies and give them that- if they refuse then you know they were scamming.

If you are not dead then you know about the cold weather that hit Florida, Mexico, California, Arizona and just about anywhere else they grow Produce. The long and short of it is prices are going up and fast. The following list is only part of the crazy pricing that's going on: Beans, Asparagus, Broccoli, Celery, Tomatoes, Yellow Squash, Zucchini, Thyme, Eggplant, Corn, Greens, Red and Green Swiss Chard, Peppers of all colors and Baby Veggies.

It is ugly and not getting any better. A lot of growers in Florida are still assessing the damage and in some areas it is not as bad as you would think, but we will wait and see how it finally turns out. Growers are pro-rating all of those products and all Strawberry shippers are cutting their order to fill earlier retail commitments. Some are plowing their fields under because of the damage to try and get a later crop.

In the case of Thyme, which has been super tight for a week, it was a perfect storm. Israel had high winds and cold weather, Mexico the same, Columbia has flooding, and California had rain- all happened at once and the result was no Thyme for a week. Imagine trying to get that to happen all at the same time- again, Mother Nature is really good.

The rain forecast for California, if you bother to look for the next 10 days, looks like the start of the

## Market Report, Cont'd...

flood that got Noah started- rain, rain, and more rain. Needless to say that much rain does not help plants. It's great for ground water supplies and flowers, but not so much for Produce. We need a more balanced weather pattern and we are not getting it. That's why you will see a lot of up and down for the next few months and I am not talking about horses.

Strawberries are a big problem. All over the country growing areas are in trouble and the quality of the Berry is a big issue. Driscoll is packing a lot of 2 second label product because they cannot find enough good product for their label and that does not happen too often. Most of the Berries do not have any shelf life and must be used quickly. You will see a lot of white shoulders on Berries and some bruising- that is the way they are coming in and I don't care where you buy them, everyone has the same problem. Use them quickly. Blueberries are excellent, Raspberries are good but higher priced, Blackberries are excellent also, and the cheapest of all three.

If you need good Hand Fruit, go for the Citrus stuff. Satsuma Mandarins, Clementines, Tangerines and Navel Oranges are all excellent and you will be very happy with flavor. Your next choice is Off-Shore Cherries, which surprisingly were very good for a change. Next, Melons: Galia and Crenshaw are available and I think next week different varieties are coming. We still have Figs but I don't know how long they are going to go. A great selection of Apples and Pears are available and that should give you enough to take care of anyone's demands. Remember after Christmas comes New Years and not everyone is going to stuff themselves with bad carbs- buy some good stuff.

Speaking of New Years Eve, if you didn't notice my report last week about the Lime problem, you will this week when you go to buy Limes and ask 'is that really the price?' At the time I am writing this report, Limes are at 46-48 my cost and going higher. So when you get that drink on New Years

and the Lime looks ¼ of the normal size you will know why. Some of the Mexican shippers operate HACCP approved shreds and only those are making it across the border and as you might expect supply and demand: you are not going to get any higher demand than New Years and any less supply than they have right now. So everyone is going to get it where the sun don't shine.

Have a Merry Christmas and Happy New Year from everyone at Testa Produce!

## Sale Items

Pinneapple, Case 8ct \$14.90	<b>Testa Item #31603</b>
Potatoes, 100ct Local Case \$14.75	<b>Testa Item#35165</b>
Mesculin Mix, Case 3# \$8.95	<b>Testa Item # 23370</b>
Cantaloupe, Case 15ct \$16.50	<b>Testa Item # 05057</b>
Honeydew, Case 6ct \$13.95	<b>Testa Item # 16152</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

In China I am dialect of record and the language spoken by government officials. But throughout the rest of the world I am the proud name of the largest group of edible citrus. Most consumers think of me as a single fruit, but there is actually a category that totally devoted to me. Within that category we vary greatly. We have many different textures, some of us are seeded, some of us are not, and our trees have few similarities. One thing we do have in common is our "slip-skins". We strip down real easy which makes us popular at bars and one quick weekend getaways, but we can really be enjoyed anytime. Dancy is the one who most likely started the deal. From there we have been divided into four categories ranging in location from Japan to the Mediterranean basin and from Indonesia to the commons everywhere else. Incest runs rampant in our groups and you can see the foreplay while we are waiting in line for our shot at cross-pollination. Our flavor is popular worldwide but it remains with the Japanese for the title of growth and consumption. It's always cool to be young, but adolescent heat makes us very, very sweet. We love to hang around the hot desert sun, waiting to be picked, packed and shipped, and slurped. We are best eaten out of hand, but we can also be used for sweet and sour sauces, and salads of rice, chicken, or fruit, or with seafood. We have also been spotted decorating cakes, hiding in bavarian creams, and on special occasions, chocolate fondue. Obviously we are an excellent source of vitamin C, but we also supply potassium, vitamin A, and folic acid.

**Last Quiz Answer: ROMAINE**