

TESTA PRODUCE Market Report

Outlook for the Week of

**December 26,
2010**



Market Report

As you go forward in a new year, it is always hard to look back and say, 'what could I have done different last year?' When I ask myself that question the whole year is shot. The end of the year is a time when I look at my life, my business, my family, and my friends (not necessarily in that order) and try to think 'how can I improve or influence all of them in a positive way?' I can tell you if you were to ask my wife she would say 'spend more time with the family' and she would be right for a lot of reasons. We all make excuses to do things that later on we find out are not as important as we think, but its life and death while it's happening. The world is not going to come to an end if the truck is late or the wait staff screwed up an order or the city raises your taxes- it will cost you time and money but life goes on. As my parents age and I know our time together is shorter every year, time we spend together is important. I am lucky because my Dad still drives and can come down to work most days and spend time enjoying all my office staff but my mom is not so lucky. She still worries about me at 84- everyone's mom should worry about them at 84. A new year is coming and with it, new challenges and people; But don't forget the family and friends that you have, they can always help with the challenges.

The Produce business next week will be rocking

towards the end of the week because of the Holiday. A lot of the high prices that we got hit with are gone and that is a good thing. We still have some issues and the biggest ones are Strawberries and Beans. California is flooded out and looks that way for 2-3 weeks. Florida is froze out and production is down for 2 weeks. Mexico is also froze out partially but they still have fruit, its just marginal quality. Not a good day to be a Strawberry lover, the only way to improve is bright sunny days and that is not going to happen this weekend or next week. The Berries are a lighter color and have white shoulders and some bruising, so use them sporadically. Blackberries are cheap and good, Blueberries are the same way- good volume from off-shore right now. Raspberries are still tight and will be that way all next week.

Clementines are excellent and definitely should be part of any Hand Fruit assortment you use. Grapes are very expensive and will be that way all week. Navel Oranges are very good also. Don't forget Pears- you have a lot to choose from for the next 2 months. Apples are still another excellent choice for Hand Fruit and your list of available Apples is on our website. Also, Tangerines, Satsuma Mandarins, Kumquats, Cherries, Apricots, Peaches and Nectarines from off-shore are available.

The Banana market is getting tighter and the Pine-

Market Report, Cont'd...

apple market might be right behind it. The Lime market is about to get better, the USDA is slightly relaxing their inspection at the border and Lime prices and availability should get better over the next few weeks, but maybe not in time for New Years. Mangos are good and fair priced. Don't forget Jicama for the Holidays. If you have never put Jicama on a salad, try it, you will find it definitely gives you a different taste and freshens it up a bit.

You still have all your Hard Squash to use on your New Years menu and all are reasonably priced.

Beans are extremely expensive and seem to be the worst affected by the freeze in Florida- it will take a month to recover at least. Yellow Squash and Zucchini are the other two that took a hard hit and prices are up significantly. Parsley, both Italian and regular, are up and so is Cilantro. Broc and Cauliflower are falling faster than a speeding bullet. Celery is also down, along with Romaine and Head Lettuce. Carrots on the other hand are way up. The flooding in California wiped out thousands of acres of Carrots and prices are about double what they were a week ago. All Carrots are affected.

The Pepper market cannot make up its mind. One day they are the highest item and the next day they are wheeling and dealing on price and supply. Reds are still very expensive and so are Yellows. Potatoes are stable and the price is cheaper. Don't forget the Fingerlings- we have a 20 pound Mixed Pack if you need a few different ones; they have 3-4 Fingerling that are a new variety that everyone is raving about.

Plenty of Tomatoes are available and price is going down. Yellow Tomato, Campari Tomato, Kumato, Mixed Medley, Yellow Grape, Red Tear Drops, On The Vine, Vine Ripe 4x5 and 4x4, Loose 6x6, 6x7, and 5x6. Make sure one of your appetizers is a Fresh Tomato entry. If you need ideas for New Years, send Courtney an email and

if she cant help you out, or if it's a Produce question, send me the email.

Have a Merry Christmas and a Happy New Year!

- Peter Testa and family

Sale Items

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

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

A CHRISTMAS SONG (TO THE TUNE OF WHITE CHRISTMAS")

We're dreaming of a good audit
Hope fields and warehouse are all clean
Where employees glisten
And shippers listen
And truckers say just what they mean

We're thanking all the folks we work with
Without you there would be no song
May your hearts merry and bright
And may all your orders be right

We're dreaming of a dry winter
When planes will actually arrive
When the berries ain't moldy
And the weather ain't coldly
Keeping all our plants alive

We're dreaming of a safe planet
Where we stop harboring our ills
May your season be abundant with thrills
And may you remember to please pay your bills

From us and ours to you and yours, wishing you a happy safe and healthy holiday season.