

# TESTA PRODUCE Market Report

Outlook for the Week of  
**January 2,  
2011**



## Market Report

It's New Year's Eve and time for everyone to make a New Year's Resolution. If you need one, I have plenty. For starters, let's try World Peace. It could be difficult to achieve but it's possible if we kill off all the bad people in one stroke at 12 o'clock tomorrow. Too difficult, you say? Alright, how about something a little easier. My Daughter takes over Testa and I retire to an island in the Caribbean and me and my wife only come home for the Holidays. Still too far fetched? OK, how about all my customers get whatever they want and live happily ever after. I think we can make that last one happen and it does not require as much help as you would think. To make someone happy is so easy. All you have to do is:

1. Do whatever they say
2. Say they are always right
3. Tell them they are Rock Stars all the time
4. Give a great massage
5. Be terrific in Bed

See how easy it can be? If that last one seems a little much, there's always World Peace.

It is a really bad time to be in the produce business. The weather across the country is causing some of the worst farming conditions in 50 years and that's straight from the growers themselves.

If you can't get a tractor to move in 3 feet of mud, you are done and that is just one of the problems caused by excessive rain on the west coast. The other is quality of product. With that much rain you will see shorter shelf life, mold, brown tips, rusty ribs, lighter weights, dirt on boxes, and higher prices. It's bad and getting worse. The other issue is cold weather. This is as serious and in some cases more serious than rain. Cold stops growth and kills plants. When a plant dies you replant and wait for the growth cycle to come back. This could mean a huge gap in production and a big gap in product leads to extremely high prices. We need stability in the growing areas right now or we are going to be paying big money for product and not have a lot to choose from.

Most of the prices are about the same as last week and with the Holiday falling on Saturday, we get two days off in a row. That doesn't happen too often. Some prices are still stupid. Limes would be one, but these are going to come down in a week because more volume is coming to the US. It just needs to fill the pipeline to get prices to go down. Another one to keep your eyes on is Lemons. You may see a big supply issue here in a few weeks. Escarole & Endive are in the high 20's and don't look to come down anytime soon. Beans are still extremely high priced and will stay that way for a few more weeks. Corn is also very high priced

## Market Report, Cont'd...

right now. You will see a drop in Tomatoes but they will go back up in about 3 weeks when we see the effects of the freeze that hit the last two weeks.

If you are a Strawberry user, you are screwed. As far as supply, Strawberries have taken the worst hit of all commodities in the last few weeks and are still in deep shit because there is no volume anywhere. We order 500 flats and we get 45 flats. That's not even enough to fill two Hotel orders, so we are forced to buy on the open market and that price changes by the hour. We are fortunate that we can cover just about everyone who wants Strawberries, but it is at market price. No contracts are in effect.

Good news for all you Blueberry lovers - next week you can get Blues really cheap and I suggest you try to use them in place of Strawberries if you can. You will save a ton of money and Blues are 10 times better for you and your body will love you for it. Blackberries are steady and Raspberries are pricey. Go for the Blues - a great deal next week.

It's a short week, so the Market Report is shorter than normal, but we want everyone to have a Safe & Happy New Year's Eve and all the best to all my Customers & Friends. We want you all to come and see us next year in our new LEED Building.

Happy New Year  
from the  
Testa Produce, Inc. Family!

## Sale Items

Pineapple, Case 8ct \$13.00	<b>Testa Item #31603</b>
Potatoes, 100ct Local CS 50# \$14.75	<b>Testa Item #68796</b>
Honeydew, 6ct \$11.00	<b>Testa Item #16152</b>
Blueberries, GENERIC Flat 12 pkg \$15.00	<b>Testa Item #03850</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

The Produce Quiz will return next week!

Happy New Year!