

TESTA PRODUCE Market Report

Outlook for the Week of

**January 31,
2011**



Market Report

This next week I will be out of town at a conference learning all about new industry developments and traceability practices to better serve my customers. But before I left, I wanted to give you some exciting news about a new opportunity at Testa.

I hear a lot of complaints from our customers about restrictions and high minimum orders from some of the companies that supply non produce organic and natural food stuffs. We have been kicking this issue around in our heads and think we have a solution – it's called TestaNatural.

We are excited to present TestaNatural: our new and convenient source for your all-natural and organic grocery item needs. We teamed up with UNFI to create this online ordering program. Through TestaNatural you will have access to thousands of refrigerated, frozen, and dry items without worrying about minimum order sizes as long as it comes with your regular produce order from Testa Produce. You can place your or-

der online and Testa will deliver your products with your regular order on a scheduled delivery day each week.

All ordering for this program is done completely online, and is a separate website from your regular produce online ordering from Testa Produce. Once you are set up on the site you can browse the catalog, place or manage orders, and even create your own order guide. At this time, you will have to place two different orders for produce and natural foods separately. The website will illustrate the next available delivery date for your order when you log in.

On your delivery day, your normal invoice from Testa will just have one item listed with the total (\$) amount for your TestaNatural order; however you will also receive a delivery receipt listing each item individually. It will be on this receipt that any shortages/changes to your order will be noted. This is a cross-dock type program, so we don't stock these items. Returns will only be accepted at time of delivery and subject to a

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restocking fee.

A full product list can be found on the website. There are also hard copy and electronic version catalogs available. All items are subject to availability.

If you are interested in this convenient way to meet your organic and natural grocery needs, please contact your sales representative to learn more or enroll in the program. In early February we will have printed catalogs available as well to help you browse the full selection.

Overall, market conditions continue to be tough. The market report will be on vacation next week but look for more news in two weeks.

Sale Items

Pinneapple, Case 8ct \$13.75	Testa Item #31603
Oranges, Clementine Small Box \$6.95	Testa Item# 00384
Carrots, Baby Peeled w/ top, 5# \$19.50	Testa Item #05084

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I HAVE ARRIVED! The few that are graced with my presence find me on small tropical trees in Vietnam, Thailand, Cambodia, Sri Lanka, the Philippines, as well as Hawaii. I am the reigning queen in the Guttiferaceae family and you must refer to me as the "Queen of the Tropical Fruits." I grow at my own leisurely pace, and although it's usually in a timely fashion, I won't be hurried. I am difficult to propagate and will easily get persnickety. My thick, vibrant skin is simply stunning. While I might share the same purplish red skin color as a pomegranate, please, give me a break, I am significantly more beautiful both inside and out. My insides are segmented into adorable pulpy white/ivory sections. My pulp is sensually delicate, yet powerfully sweet and juicy. My amazing exotic flavor has been described as a mixture of pineapples, apricots, oranges, and grapes. One taste will bring you to your knees as I melt in your mouth. If you must, I can be pureed as a topping, used for ice creams or sorbet, or tossed in a fruit salad, but if it's my essence your after (and who isn't?) all you need do is spoon me right out of my skin. I think the Indonesians have it best because that is where I am most abundant. Can you believe they actually use me in recipes for pickles and vinegar? Such a waste! If you're like me and blessed with a fabulous sense of fashion, I'm probably on your shoes, wallet, or gloves as the tannins from my skin are used as a dye. I contain potassium and vitamin C and just for fun, I threw in some iron and niacin. I have no religious affiliations, sound like a fruit I am not, and if found on mainland USA I would most likely be radiant.

Last Quiz Answer: Pumelo