

# TESTA PRODUCE Market Report

Outlook for the Week of

**February 20,  
2011**



## Market Report

Ok, the sky was falling last week, but this week only part of the sky fell- which is always the case with produce. Some items are extremely tight and are definitely in short supply- that would be Head Lettuce, Romaine, Romaine Hearts, Boston Lettuce, Baby Arugula, Baby Spinach, Mesclun, and a couple of others. Some items have miraculously recovered a lot sooner than expected. That's the good news. But I am leery of some of the quality I am seeing. Prices on Tomatoes have dropped, which I am very happy about. I don't have a problem with prices turning around quickly, but some items are turning around because growers are dumping all the product they could get harvested at a high price- they don't have more product in the ground so once its gone, you will see the price of that item go back up again. I think that's what's going to happen on a few items this week and Green Peppers would be one of those items. Prices fell from half of the growers and the other half still say they have no product. Supplies of Red and Yellow Peppers has not changed but prices got better late this week.

Beans came down finally, Cucs came down, Egg-plant is still tight, Brussel Sprouts are very high priced. Green Onions are still very tight and high priced. Cauliflower is coming down, Broc is going down, Cabbage is still high- and that includes Red

and Savory, White is also high priced. Celery is falling fast- good news for catering people, Celery is a main stay of a lot of catering menus. Endive and Escarole are not going down, they are going up. Supplies of both of those products are extremely tight and very little product is available. I expect a tight market till mid-March or later. Corn is still in the twenties and quality is good. Your best deal on Greens is still Collard, Mustard and Turnip- all are still in the teens. Kale is also still cheap. If you don't know this, I was just told by my wife -who knows everything- that Kale is one of the best Leafy Greens to eat. It packs a powerhouse full of good nutrients that everyone needs, but very few people eat Kale, it's usually a garnish. It seems to me a few good Chefs out there should try and come up with a great recipe for Kale that people would like, and who knows, you could start a new trend.

Zucchini and Yellow Squash are still expensive for next week but I don't see it going on any longer than next week. I expect prices on Squash will fall later in the week. Hard Squash is up a bit for next week. Potato prices are getting stronger again on Big Size Potatoes, but the whole market looks like its going up over the next few months. Onion prices are steady for now. Asparagus is stronger for next week. Carrots are also higher.

## Market Report, Cont'd...

Banana prices are still high and we are seeing a lot more scaring in number 1 fruit than I have seen in the past. Don't forget about Red Bananas, Baby Bananas, and Plantain Bananas as good varieties to use in various applications. Mangos and Papaya are a nice change from Cantaloupe and Honeydew on a fruit platter and can be used in place of Cantaloupe if prices become an issue. Grapes are getting better, offshore quality varies greatly between growers depending on when you load your boat.

Navel Oranges are excellent, but also try Cara Cara- they are very good. Excellent Clementines are around right now- one of the best prices of fruit if you're in a hurry and need a snack that's easy to peel and eat. Also, the kids love them so always make sure you slip it in their lunch, it's a lot better than a candy bar.

Strawberry fields took a slight rain hit the other day but should recover quickly. Raspberries are still tight but demand is off, so that should help with price. Blueberries are still plentiful and priced to sell. Blackberries are getting better also. Yellow Watermelon is back and makes a nice change of pace from red meat.

Kiwi is a very underappreciated fruit. It has fuzzy skin and multiple colors and its always priced about the same all year. Everyone likes Kiwi but no big sponsorship golf tournaments, no stadium named after Kiwi, no sports team logo. You would think that the marketing people would be all over Kiwi.

You still have offshore Peaches, Nectarines, Plums, and Apricots. All Apple varieties are still available. Pears are also running very good and you can get ripe fruit if you let us know a few days in advance. For certain Pears it takes 7-10 days but others only 3-4.

Some other items that are available are: Blood Oranges, Kumquats, Meyer Lemons, Ugli Fruit (also

known as Mother In Law Fruit), Asian Pears, Cherimoya, Red Papaya, Pepino Melons, Red Cactus Pears, Baby Pineapple, Passion Fruit, Fingerlimes, Kiwano Melons, Crab Apples, Baby Apples, Coconuts, Green Cauliflower, Orange Cauliflower, Red Tear Drops, Yellow Tear Drops, Sweet 100 Tomato, Mix Medley Tomato, Kumatos are back but small, Sea Beans, English Peas, Starfruit, Rambutans.. that should be enough to keep you busy.

## Sale Items

Pinneapple, Case 8ct \$13.95	<b>Testa Item # 31603</b>
Oranges, Minneola Case \$26.00	<b>Testa Item # 30366</b>
Watermelon, Yellow Case \$39.00	<b>Testa Item # 45056</b>
Oranges, Clementine Small Box \$6.95	<b>Testa Item#00384</b>
Carrots, Baby Peeled w/ top, 5# \$19.50	<b>Testa Item #05084</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

It's 2011 according to the Gregorian calendar, but the Chinese lunar calendar puts the year at 4709, the year of the Rabbit. And in case you're wondering according to the Chinese zodiac the year of the Rabbit is the luckiest of all. When I'm young I have hair, but as I grow I lose it, and my skin turns green. I grow on vines, and my flesh is white, tender and sweet. So I'm especially wary of rabbits, and I'm not so certain it will be my lucky year. The Chinese saying "Eat well and prosper" frightens me even more because if people were so inclined I could be a feast all by myself because I can grow to 30 pounds. But more often than not I'm harvested when I weigh 8-12 pounds. I'm told people celebrate the New Year in a number of ways, but most especially by feasting. Chinese believe that what you eat at this time of year will affect your fortune for the entirety of the year. So I truly hope that I won't be the main course in any of your feasts. The unindoctrinated American may think I'm a fruit, but the Chinese eat me as a vegetable in soups, entrées, or even as their desert. The Italians and Chinese often serve me with ham. Humans find me delectable raw or cooked. Since the year of the Rabbit represents luck and good fortune, maybe I'll luck out and the Rabbit won't eat me. Regardless, I'm certain to ensure prosperity in your health and well being since I am a great source of folic acid, potassium, and Vitamins A and C.

**Last Quiz Answer: Swiss Chard**