

# TESTA PRODUCE Market Report

Outlook for the Week of

**February 27,  
2011**



## Market Report

Sometimes life seems to not get any better, no matter how hard you try. That would definitely be the case with some produce items for the next week. Romaine and Romaine Hearts are nuts- prices are in the forties and fifties next week- that's if you can find product- and it won't be the best product you've seen either. Be prepared for yellow leaves and tip burn along with some rusting and epidermal peel- sounds like fun huh? Wait, it gets better. If you're not a big fan of those problems, how about lightweight Number 2 labels and 'take it or leave it' attitudes of growers- that always brings a smile to my face. In their defense, growers are screwed right now and Mother Nature did it big time. If you can't get sun and limited amounts of rain when you plant, you are not going to get any product. That is what happened to a lot of growers in California, Florida, and Mexico. It's so widespread and that's the problem. Most growers have never seen what happened in the last weeks ever happen in their life time, and probably will never see it again.

I have been part of prices skyrocketing due to weather and the freeze in Florida years ago was absolutely devastating; but this year is very disturbing because so many items are affected and the list changes weekly. Lime prices are still in the 60's and I still believe that they are being kept

at that level because growers are not in a rush to bring it down and they are making good money. Is there a shortage of Limes? Yes and No. Some sizes are getting more plentiful, the smaller one, but they are not dropping the prices as fast as they should, and that tells me that everyone is holding their cards close to the vest and waiting for one guy to do it first. Another looming problem you're going to start to hear about is Avocados. This year Avocado crop is way down from every growing region. Mexico is trying to hold back product to make it till July and California is getting started but at half of the volume they had last year. Chile is done till summer so prices are going up and supply is steady for now. But you might want to watch Avocados; they are going to turn into a football with prices. We will wait and see how this plays out. It could just be business as normal but I don't think so.

Here is a list of items that are super short supply and very high priced: Eggplant \$50, Romaine \$40-\$45, Romaine Hearts \$48-\$50, Lettuce \$45-\$50, Boston Lettuce \$28-\$32, Red Leaf Lettuce \$26-\$29, Spinach Cello \$30-\$35, Baby Spinach \$17-\$19, Baby Arugula \$16-\$18, Broccolini \$30-\$35, Green Leaf Crowns \$22-\$24, Box Potato all sizes are all up 3-4 dollars per box.

Not everything is high priced, some alternatives are: Mustard Greens, Turnip Greens, Kale, Bok

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Choy, Nappa, Broccoli, and Broccoli Crowns- to name a few.

Cauliflower is much higher for next week, Beans have come down, French Beans are a good deal, Wax Beans are also available again, Pea Pods are a good deal also. If you really want to get a little different and don't want to break the bank, we have great frozen stir-fry mixes and we can get them to make you special mixer- You have to buy or commit to a large amount over the course of a year but you would be surprised how easy that is if you have a couple of restaurants and you all featured a frozen stir fry, you can get a great deal.

Frozen Veggies are not subject to big jumps in price like fresh, and with all the great chefs I know they can take frozen product and make it taste great. It's just a thought to consider if you have enough volume.

Strawberries are back on the radar with issues of supply and demand. Rain in California has caused issues with the fruit and growers are scrambling to come up with good product. We have been told to expect light bruising, white shoulder, and tender berries, which means they are going to have short shelf life and go up in price- always a good combination. Blueberries are very good. Blackberries are also excellent and Raspberries are still high. Hand fruit is available. Your best choice is Clementines- east to peel, great flavor, and cheap. Next best choice is Pears. It is the season for Pears and you have lots to choose from. Navel Oranges are also very good. Cantaloupe is also available and sugar content is outstanding.

Baby Kiwi, Yellow Watermelon and Fingerlimes are still available. With all the turmoil in produce right now, my suggestion is don't overload yourselves but keep enough produce to serve lunch.

## Sale Items

Pinneapple, Case 8ct \$13.95	Testa Item # 31603
Oranges, Minneola Case \$26.00	Testa Item # 30366
Watermelon, Yellow Case \$39.00	Testa Item # 45056
Oranges, Clementine Small Box \$6.95	Testa Item#00384
Carrots, Baby Peeled w/ top, 5# \$19.50	Testa Item #05084
Tomatoes, Cherry flat \$12.00	Testa Item # 40156

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

My fruit and flowers were used by the ancient Romans for everything from perfume to honey. I was also considered a symbol of love and given to one's intended as a sign of commitment. Even though I have been around for over 4,000 years my popularity remains very strong in Asian and Mediterranean countries and my status is growing in the New world. My yellow skinned fruit looks like a cross between an apple and a pear, but I am not either. While they are few that will eat me raw, I am best for the digestion when cooked. My intense fragrance and high pectin content makes me a natural for jams, jellies, and marmalades. In fact, the word marmalade comes from "marmello", which is the Portuguese word for my name. Added to an apple or pear tart I am that burst of extra flavor. I'm also great added to a pork casserole, or try me in a chicken pot roast for an unusual and exquisite flavor. We are a good source of potassium as well as containing copper and vitamin C. I also help cleanse the gastrointestinal system.

**Last Quiz Answer: Winter Melon**