

# TESTA PRODUCE Market Report

Outlook for the Week of  
**March 6, 2011**



## Market Report

The extremely high prices we are paying for certain produce just got more expensive. The rise in gas prices is extremely bad for distribution companies like myself. Diesel fuel is \$3.75 per gallon and going higher. The increase in cost is one of those sneaky costs you don't realize till you get your bill. In our case, Diesel was \$2.40- \$2.50 a gallon last year at this time, and when you use 1300-1400 gallons a day, you get a reality check on fuel real fast. Just remember what I've been telling you for years- every item moves by truck so any increase in cost is passed on to the consumer, which means you pay more for goods and services in the long run. Now you know why it's so important to get everyone behind getting more fuel-efficient trucks, it will save our environment and keep inflation down.

If I had to pick the highest priced item for next week that would be Eggplant, followed closely by large sized Box Potatoes, Peppers (Green), Fennel, Carrots, Head Lettuce, Romaine and Romaine Hearts, Zucchini, Brussel Sprouts, Avocados, Limes, Grape Tomatoes, Regular Tomatoes, Spinach, Broccoli, Red and Green Swiss Chard, Red Leaf Escarole, Endive,

Dandelion Greens, and Salad Savoy. That list has over 22 items that are unbelievably high or close to it. That is very unusual for our industry to have that many items so high priced. There is not one restaurant that is not affected by this winter season's extremely high prices. You will not see big profitability coming from the produce part of your budget this year. If anything, you will be over budget for the first time in years on these items.

The other bad part of this is we are going to have problems till the middle of April- that's what the growers are saying, I am not so sure. You might see one or two be a problem till then, but I think some growers replanted and will try and take advantage of their high markets and price will drop. Growers are always the first to yell 'the sky is falling' and then try and sell you umbrellas. There are very few people in produce who really know when there is a problem and what the problem is, and those are the ones I listen to.

You must have noticed the Tomato Market turned around again and went back up. That is because supply is very tight again. This is all related to the freeze in Florida and Mexico.

## Market Report, Cont'd...

Grape Tomatoes seem to be the hardest hit; prices for them are very high. Cherry Tomatoes are a good deal for next week so why not pay half of what Grape Tomatoes would cost and use Cherry Tomatoes for a couple of weeks.

Box Potatoes are just going to get more and more expensive as the weeks go by. Potato shippers are having a very hard time keeping up with demand but they also know they don't have a lot of product to sell. So if they slow down its still good for them.

The Citrus market has stayed very reasonable. Oranges are at very low prices, Lemons are not bad either, and Clementines are fabulous. The Organic Citrus that we carry is also outstanding and we are making mixed cases of it so if you have a need for great tasting organic citrus, let us know.

Strawberries are still feeling the effects of bad weather but they didn't kill us with super high prices. Berries are still very reasonable and will be that way all week. Blueberries are still outstanding and Blackberries are really good also. Raspberries are steady and reasonably priced. Yellow Watermelon is still going, great Tangerines, and Grapes are getting better. Apples and Pears are excellent and lots of different varieties to choose from. Cantaloupe has been hit or miss. If you got some of the Mag Cantaloupe Variety you did good, Brix level on those was 13 or higher. Regular Melons are in the 11 area. Honeydews are just fair and high priced. Honeydews are the other Brix Melon, but sometimes I think if they don't eat well, why serve them. But if you don't have anything else to take its place, I see why peo-

ple do it. I think put more Pineapple and Cantaloupe out, if those are way better. But that's me, what do I know.

Programming note- two weeks from today we are moving to our new home (that's the plan right now). We will put out a notice to all customers on our schedule for that weekend later this week. Please make sure you read it and pass it on to those individuals who put orders in. We want to make sure everyone knows what is going on. More news to follow.

## Sale Items

Pinneapple, Case 8ct \$13.95	<b>Testa Item # 31603</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>
Tomatoes, Cherry flat \$15.00	<b>Testa Item # 40156</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

I originated in the Middle East, grown in Spain during the 8th Century, and brought to the USA by the Spaniards. Although I am a rich source of iron as well as vitamins A and C, I also contain oxalic acid which not only inhibits the body's absorption of calcium and iron, it also leaches out other essential vitamins and minerals. So, my nutritional value is somewhat diminished. In 2005 and 2006 I caused a national panic in the United States and my consumption was temporarily discouraged. I have a slightly bitter taste, which is prized by some and disliked by others. I am flat, curly, a big vine, a baby leaf, but always green. I come fresh, canned, frozen, powdered and pasta'd. I can be used in salads, soufflés, as a side dish, steamed, boiled, creamed or stuffed like a grape leaf. Post 1929 my consumption increased 33% among children all for the love of Olive Oil.

**Last Quiz Answer: Quince**