

TESTA PRODUCE Market Report

Outlook for the Week of
March 14, 2011



Market Report

Ok it's finally here: Testa Produce is moving to its new home next week and that means no market report next week, sorry. So pay close attention to this one. The markets are changing again; some items are going down and some are staying high. Prices are dropping on Limes, Lettuce, Peppers, Mesclun, Beans, Yellow Squash, Broccoli, Cauliflower, Asparagus, Celery, and Raspberries- to name a few. Staying high are Potatoes- all sizes and Bee Reds, Cucs, Tomatoes, Green Onions, Romaine, Romaine Hearts, and Eggplant. But some supplies of Eggplant are coming this week's best product will be on the small side.

The winter season has proven to be very problematic for growers this year. The spring planting of crops has been delayed, or in some cases, product will not be available. The harvest set for later in the summer is where these issues will occur- Growers are concerned that shortages will occur, but if it's late enough in the season, local product could take up the slack, which would keep prices in check.

The Strawberry outlook is good- prices are stable, quality is coming back, and it looks like

a good spring crop right now. That could all change if Mother Nature gets involved in the wrong way. Weather patterns in California, and in most of the growing areas for that matter, have not been good this year, which has caused big gaps in production and really high prices. Lets hope we get a nice spring planting season- that would help.

Blackberries have been very good and Blueberries have been excellent- prices for both have been very reasonable. Raspberries are a good buy this week; growers dropped their price again. Clementines are having a great run. You may have seen the billboard that says 'Cuties' on several highways. It appears that advertising is helping sell a huge volume this year and prices have stayed low. Kids really like them and I have to admit- my staff and I go through a couple boxes a day!

Most of the citrus this time of year is outstanding. Grapefruit is in its finest hour so don't pass it up; make sure you are using it. Oranges are also having a great year; prices are at their lowest level and quality is outstanding. Lemons are still running very good and prices are steady. Don't forget Kiwi, its not a Citrus item but still

Market Report, Cont'd...

its excellent. Watermelon is getting better and we still have some Yellow Watermelon available.

Plenty of Apples and Pears to choose from so make sure you keep them on the fruit plate. Grapes are getting better but we continue to see small sizes in a lot of growers' boxes. We are not a big fan of small Grapes unless they have outstanding flavor and snap, and we have not seen that in some of our suppliers' product. We have rejected more Grapes this year than any other year I can remember. We will try and only ship what we feel is outstanding product. Just to set the record straight on some items- if you are part of a Controlled Buying Program and corporate tells us where to buy product, we have to buy that product and ship it you, that's that rule. So sometimes it's out of our hands.

A lot of customers have asked when they can and tour the new building. It you want to see the wind turbine you have to wait till after May 3rd. It should be up by then- if not, I will be burying people in the foundation. So after May 3rd, we should have everything operational and we will schedule tours. I have to say it is one hell of a cool building- now I just have to make sure everything works. If you have questions about deliveries this upcoming weekend, we are giving out info to all customers on what is going to happen starting this Friday and going through Sunday. Your sales person or driver will give you the info on the phones and other important events so please read the flyer, it tells you what and when everything is going to happen. See you in two weeks!

Sale Items

Pinneapple, Case 8ct	\$13.95	Testa Item # 31603
Oranges, Clementine Small Box	\$6.95	Testa Item#00384
Carrots, Baby Peeled w/ top, 5#	\$19.50	Testa Item #05084
Watermelon, Seedless Case	\$26.00	Testa Item# 45055
Pea Pods (Snow Peas), Case 10#	\$11.75	Testa Item#63612

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

Although many think we look like maggots, we think we're bomb! As a member of the Labiatae family I am related to mint, thyme, sage and oregano, but the similarity stops there. Although there is a town named after me in France (where I was once grown on a large scale), my origins are Chinese and Japanese. My good friend, Dr. E. Bretschneider, was so enthralled when he discovered us in a Peking garden, he rushed us off to M. Pailleux, his friend who was vice-president of the Société d'Acclimatisation. Not very popular in North America, I am still quite common throughout Asia. My plant grows as high as 16 inches and my oval dull-green leaves a puffy rough and useless. You will have to dig to enjoy me, and enjoy me you will. With my thin edible skin, a quick boil and butter, or cooled with a vinaigrette will reveal my slightly sweet flavor, which is reminiscent of salsify or artichoke. I can be steamed, baked, or sautéed in a wok but not for too long. Slight overcooking renders me mushy. Keep me away from aluminum surfaces to avoid oxidation. I am rich in carbohydrates and a small source of protein.

Last Quiz Answer: Spinach