

TESTA PRODUCE Market Report

Outlook for the Week of
April 1, 2011



Market Report

The last two weeks at Testa have been filled with extreme highs and lows. The entire Testa staff moved our company in one day from the old warehouse to the new one, and got us up and running just two hours later than a normal Sunday- that was awesome. That would be the high I spoke about. The low would be the loss of my Sales Manager, John Adamo. What can you say about a man who did everything you asked of him and never had a bad word to say about anybody. John worked very hard to make Testa a better company and my organization is better for it. He was a good friend and a great employee. It is truly a testament to his character to see hundreds of emails from colleagues and customers across the country who are shocked and saddened by his sudden demise. My wife tells me all the time God has a better plan and we don't have any say in it, we just have to follow it. Well God may have wanted John for some reason, but I am at a loss for what it could be. I only know I miss my friend and wish he was here. And God, if your listening, you take good care of John, he is one of the best.

The produce world is getting back to normal. There are only a few high priced items out there and lots of items are falling; but its transition time and when growers move growing areas you usually end up with product shortage, truck loading delays, and some product problems.

The good news is that over the next few weeks, quality of most items will improve and your yields will go up along with prices going down. Beans have gone down and supplies are improving daily. Cucs are still expensive and it looks like at least another week before we see any relief from high prices. Carrots are also still very expensive. The major grower of Carrots, Grimway, is having so many problems that they have stopped shipping Carrot Sticks because they don't have raw product to make them. That hasn't happened in my lifetime. Carrots are definitely a serious issue. We are sourcing Jumbo's from different areas but the quality of Carrots from other sources is just fair and they are charging everyone an arm and leg for them- the old 'supply and demand' deal.

Celery is down and quality is improving. Eggplant is coming down, maybe, we'll see. Some growers are almost ready to ship in Florida and Georgia but they are not quite there. Product is still expensive but as soon as these guys unload, you will see prices drop quickly. So don't stock up on Eggplant, keep just what you need and buy it more often. Endive and Escarole are coming down in price. Green Cabbage is down, Red Cabbage is down, Peppers are down on Green across the board but Red and Yellow are super expensive again. Red Peppers are back in the thirties and Yellow Peppers are in the forties for full crates. Fennel is going down and that's good news if you're Italian, and even if your not, if you use Fennel, your cost will be cheaper. Leeks are still high, Green

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Onions are down, Radishes are down, Swiss Chard is steady on Red and Green but Rainbow is tight. Beets are cheap, Gold Beets are down and Candy Stripe are available also. Corn is down and quality is improving.

Onions are down on Spanish and Red but Vadaia Growers are bummed because a hail storm damaged a large portion of the crop in the field and they are unsure how bad it was. They are going to have to assess the damage over a few days to come up with an estimate. Zucchini is down big time. Yellow Squash is also down. Cauliflower is way up. Growers are having a tough time getting it to grow because of bad weather. Hard Squash is high, especially Butternut.

The Tomato market is looking better. Florida is shipping very little and Mexico is not doing much better, but demand fell so prices came down a bit. The outlook for Tomato crops is excellent. Growers will start harvesting new fields next week and we could see another drop in prices, or we could get clobbered with an increase- you never know with growers.

Mesclun is cheap, Romaine is down and so are Romaine Hearts, Head Lettuce is down, Leaf Lettuce is down, and Boston Lettuce is steady.

The Strawberry market, and the Berry market in general, is getting very active. The holidays are coming and retail is getting to run ads for Berries, which is bad news for food service because growers ship all the product to retail and screw the food service guys. They do it every year and every year everyone always says they are not going to short food service, but every year they do- so we have to deal with it either way. Next week Blackberries are very good, Blueberries are steady, Raspberries are very tight, and Strawberries are going up.

Excellent Pears and Apples are still around. Clementines are still going. The Grape situation is all over the board: Red Grapes are better than Greens one week, the next week Green Grapes are better than Reds, and Black Grapes are usually better than both of them. Go figure.

Plenty of specialty products are available. Check out the weekly Specialty List and try something different. Don't forget Pears, they are excellent this time of year; so are Grapefruit- they are in peak season.

Everyone's life is so busy nowadays and we really don't realize how fast time passes. After the events of this week I find myself asking 'what if that had been me?' Would I have been ready to meet God or would God have been ready to meet me- I know I could teach him a few things about produce. The correct answer is no one is ever ready, but God is.

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 \$24.00	Testa Item# 45055
Pea Pods (Snow Peas), Case 10# \$12.90	Testa Item#63612
Mesclun Mix, Case 3# \$7.75	Testa Item #23370
Spinach, Salad CS 4/2.5# \$14.95	Testa Item#38257
Cantaloupe, Case 9ct \$13.50	Testa Item#05094

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am everything. I am a fruit and a vegetable. I have been available since the beginning of time. I am every color known to man. My leaves are edible and poisonous. I have to be cooked and I can be eaten raw. I am best in everyway food is prepared. I am harvested all over the world every day of the year. I grow indoor, outdoor, hydroponically, and in greenhouses. I survive in every climate in the world. I accompany any meal or can easily be a meal of my own. I can be added to and mixed with any other food on the planet. I taste, sweet, sour, savory, and everything in between. I am susceptible to every food process known to man and some you have not yet developed. I am essential for human growth and health. I am the basis for many cleansers and medicines. I am harvested and foraged. I grow underground, above ground, in trees, on bushes and vines. I am flat, I am round, and sometimes I even have hands and fingers. I have stickers and I am very smooth. I have to be peeled and can be eaten with skin on out of hand. I am fresh and dried, underwater and in a lab. You have enjoyed me forever, now name me.

Last Quiz Answer: French Fingerling