

# TESTA PRODUCE Market Report

Outlook for the Week of  
**April 11, 2011**



## Market Report

If you could name produce after people what names would you give to certain produce items? I have my own ideas, see if you agree; if not, send me what you think. The first item that is a definite match is Red Hot Peppers with Red Haired Latin women. Every man I know also thinks Latino women are the hottest. You can also use several other items for Latin women: Jalapenos- mildly hot women, Banana Hots- somewhat hot women, and on the man side: Habanero Peppers- smoking hot, six pack ab, South American males. Passion Fruit has multiple people it could be associated with. First one would be your wife or husband, second would be your girlfriend or boy toy your playing with besides your wife or husband, third would be your 25-50th Anniversary and you still want each other bad, and fourth would be your attitude towards your job because without passion, your job is not fun. For the older crowd: Cactus Pears, Kiwi Fruit, and Rambutan. One looks cool but is hard to work with- like some old people, one is soft and delicate- like your mom, and one bleeds all over everything and is an acquired taste. I could keep going, but I'd run out of cute sayings.

The markets have settled down a bit on produce but there are still some issues with certain items.

One of those is Plum Tomatoes. The market has gone up again on Plum Tomatoes and will stay high all week and maybe the week after. It is not a long-term deal so buy what you need and don't load up. When it changes it will come down fast. Another high priced item is Red Peppers. They are very tight, very expensive, and look to stay that way all week. The market is higher on Potatoes, most size boxes and some B Reds. Beans are steady, Asparagus is going up, and Eggplant is going down finally- price should be down in the thirties and even lower by next weekend. Cucs are going down also. Carrots are still very expensive. The largest grower of Carrots, Grimway, issued a statement last week that said they will not have any Carrot sticks for at least 3-4 weeks because they have no raw product. Carrots will be an issue for a while.

Celery is down and a good deal for next week. Green Onions came down as well but Leeks are still high. Red Onions and Spanish Onions are still a good deal. Sweet Onions are also available. Hard Squash is having some issues, especially Acorn, which for the first time I can remember has not been available on certain days. Butternut is expensive, Spaghetti Squash is OK but higher priced, Zucchini is a good deal, and Yellow Squash is a touch higher.

## Market Report, Cont'd...

Tomatoes are dropping on all sizes, but slowly. The first Vine Ripes from Florida are starting and quality looks good. Mexico is also starting to cross more product and Canada is gearing up its Hot House products. Kumatos are not available right now but there are Heirloom Tomatoes and quality is very good. Yellow Tomatoes are very tight and most product shows a green tinge. Also, Yellow Grape and Yellow Teardrops are super tight. Head Lettuce is down, Romaine is down, Broc is higher, Cauliflower is down, Leaf Lettuce is down, Boston Lettuce is higher, and Mesclun is cheap.

Apples are still running very good and plenty of different varieties to choose from are available. You can use Baby Galas, Baby Granny, and Baby Fuji, also some Crab Apples are available. Citrus is still running very good- Tangerines are still available and Oranges are outstanding. We have Organic Citrus available in a mixer box- we call it a Citrus Mix, but we need 1 day notice because we pack to order- So, if you want a Citrus mix please call ahead. Fingerlimes are in a gap, 1 or 2 more weeks till we have more. Grapes are a mixed bag. Most product is showing issues but some good lots are available so we hope to keep the good stuff coming. Honeydews are still offshore. Flavor is better and as the season ends, offshore product should cut better. Cantaloupe is down and flavor is improving. We did have the Mag Cantaloupe Varieties from Del Monte. If you got these Melons, they were excellent, unfortunately they are not always available and sizes are an issue. We can only use the smaller size because of the count.

I just thought of another produce-people comparison: Prunes. They would go with that aunt or uncle you are wondering why are they still around, and little kids ask their grandparents if those wrinkles really hurt.

Watermelon is higher and Pineapple is a good

deal. Plenty of exotic fruit is available. Try some fresh Coconut, it definitely helps with bowel movements.

We are still working on getting all the kinks out of the building and we appreciate all of your patience while we are doing it. Everyone has to re-learn where everything is so it takes some time and mistakes will happen. But not for long, or I will buy them all glasses.

## Sale Items

Pineapple, 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
Mesclun Mix, Case 3#	\$7.75	Testa Item #23370
Cantaloupe, Case 9ct	\$13.50	Testa Item #05094
Honeydew, Case 5ct	\$13.50	Testa Item #16151
Celery, Case 30ct	\$18.75	Testa Item #05353

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

I am delicate, petite, pretty and succulent. I grow in the coolest regions of the northern hemisphere. My European varieties derive from the species *Rubus Idaeus* while the American varieties come from *Rubus Strigosa*. I am frigid and prefer the cold or I will rebel, perish, leak and stain. I was barely seen until the 18th century when I became popular on the dessert table in fruit salad, served with peaches and cream, or pureed and used in jellies, sauces, sorbet and puddings. My family covers a rainbow of colors ranging from white to yellow, orange, pink, red, purple and black. My Scottish cousins are the envy of the family. Due to the damp cool climate of Scotland they are reputedly the best of their kind in the world. I am high in fiber, a good source of Vitamin C and contain traces of calcium and vitamin A. I am certainly welcome on a dessert tray, but my association with discolored skin makes me an unpopular participant in a bike or marathon. I can also be created by covering your mouth with your hand and blowing, but that doesn't taste nearly as good.

**Last Quiz Answer: Produce**