

# TESTA PRODUCE Market Report

Outlook for the Week of  
**April 19, 2011**



## Market Report

The Easter Bunny is coming and with it brings higher Egg costs. The reason is Egg producers can raise prices because it's Easter, and you are going to buy Eggs or your Un-American. Remember Apple Pie and Chevrolet? Well now you can add Easter Eggs. Of course, if you are at my house, Easter involves the Easter Basket hunt made up of very clever clues left at secret locations till you ultimately find the prize- A basket full of sugar high candy and cute toys so you can keep mom and dad up all night because you're bouncing off the walls with all of your chocolate friends you eat. Now that my children are older we don't have to do the Easter Basket hunt. We still have to put out the cash, but its in different forms now- Easter Brunch with the family. When you compare the two, I think I saved a lot more green with the Easter Basket hunt.

Produce in spring is always a fun time, you get the wild shifts in product quality and price and this year would be no different. Lets start with Asparagus. First it was way down, now it's going the other way but that is caused by the holiday mostly. The weather in Peru sucks and production is way down. Mexico finished early and California is just getting started so expect higher prices for Easter. Green Beans are getting tight also and that would be because of Easter as well. Green Beans are huge during Easter and that is so because of Jesus' love of Green Beans- he said Easter dinner should always have Green Beans on it; I think it's a good rule in the Jewish religion also. Green Onions are also a touch higher during Easter because of

relish trays. Another popular treat at Easter is Oranges and most Navel Oranges are at their peak right now, so a very good time to buy them.

Celery is always an Easter tradition and everyone uses it at Easter, mostly Celery sticks on veggie trays. Also, diced Celery is extremely popular right now and should always be included in any Easter dish. Fennel is super popular at Easter and it's super high priced also, but every Greek and Italian wants Fennel on their dinner plate. Brussel Sprouts would be another must-have Easter dinner course but unlike Fennel, Brussel Sprouts can give you an unwanted bad vibe and lead to an early exit from family affairs, which in some cases is not a bad idea. Potatoes are still pricey on all Box Potatoes. Red Potatoes are steady on all sizes, Fingerlings are still readily available and a good selection of varieties is also available.

Tomatoes are improving on standard sizes. Plum Tomatoes are still pricey but I don't see that lasting more than a week. Florida started up with some Plum Tomatoes and that could help drive price down. Grape Tomatoes were, and still are in some cases, on ad with retail outlets, so prices on Grape Tomatoes are still strong till after Easter, then they should drop quickly. If you are a fan of the Ugly Ripe Tomato, we have a few available and price is very reasonable. We also have Heirloom Tomatoes available and Campari and Kumato are back, along with Mixed Medley- these are all Hot House Grown products and subject to the whims of retail. Broccoli and Cauliflower are going back up, but that is holiday driven. Romaine and Leaf Lettuce are also

## Market Report, Cont'd...

going up, but a big part of price increase this week is freight. All over the road, trucks are getting more money for product and fuel surcharges are back big time. Remember, everything moves by truck so you will pay one way or the other for higher diesel prices and our lack of improving truck mileage numbers.

Italian Parsley is about to get a lot tighter. It appears the major growers of the product are having an issue with production and supplies are going to be very tight for the next 3-4 weeks- Just keep that on the back of your brain if you use Italian Parsley.

We are getting close to the start of summer fruits from California. May is usually the kick-off month for fruit and this year is no exception. We should start seeing early Peaches and Nectarines in a few weeks and when they start, the price of trucks goes up again. Just so you know, most of the Grapes we are seeing are just OK and don't have any legs. New crop is coming but not fast enough for me.

Cuties are still around for a few more weeks and these are excellent Hand Fruit and convenient for school lunches. Kids like them a lot and definitely should be a part of their lunch. Parents should always encourage kids to eat more fruit and veggies, it is extremely important in curbing child obesity. We need to get them at a young age- that certainly helps later in life. As a kid, I never received info on proper eating habits, we just ate what the school lunch put out and mom was Italian- not a lot of calorie counting went on in our house. You can serve a lot of food, but that doesn't mean you have to eat everything in big helpings, you can easily eat a little bit of everything and not overdo it. I still like to eat that way now, I think it's more fun to try different things, you never know when you might find a diamond in the rough- In my case, another dessert that gets added to the list. Lets face it, men cannot live without certain things and a few are sex, cars, golf, and dessert- not necessarily in that order but close; cars would be last in my book but as long as the other three are around, I am good.

Strawberries are much tighter this week along with Raspberries, but Blueberries are now coming from Florida and are ten times better than the stuff from Chile. Blackberries are also back in full swing and quality is definitely back up on them as well. Prices

are steady on all Berries for now. Spring menus are starting up all over the place and most have Spring Garlic on them, which has been plentiful, but English Peas have not been a good choice- product has not been available for weeks at a time and growers were not able to keep up with demand. The same story with Rhubarb, which also started- stopped- started- stopped for the last 3 weeks. We should see some relief in the Rhubarb thing next week when two or more growers start up production, which should help with supply.

Michigan Asparagus is just about ready so our local list is about to get bigger and should keep growing over the next few months. Happy Easter and don't eat too much chocolate!

## Sale Items

Pinneapple, Case 8ct	\$14.95	<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>
Mesclun Mix, Case 3#	\$8.25	<b>Testa Item #23370</b>
Cantaloupe, Case 9ct	\$13.95	<b>Testa Item #05094</b>
Honeydew, Case 5ct	\$13.25	<b>Testa Item #16151</b>
Celery, Case 30ct	\$18.75	<b>Testa Item #05353</b>

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

(TO THE TUNE OF I AM CITRUS)

I am citrus, use my zest, I am sour at my best, and my flowers linger fragrant all night long.

Spain is where I first did pledge, but much more than just a hedge, I knew my essential oil would make me strong. Oh yes, I survived, but I don't need to be revived, making perfume and Earl Grey tea can't be wrong.

My thorns are thick as wood, but my oil it sure tastes good, and my green and juicy pulps' no use at all. Scrape my skin and mix me in, or rub me on your chin, in your face or mixing bowl you'll have a ball. And if, you're in France, the city of Nancy by chance, you'll find barley sugar with me at the mall.

Try to find me if you dare, I can't be found just anywhere, but you might be using me to wash your hair. In Calabria or Sicily, is where you'll have a chance to see, how they use my precious oil to make candy. Here and now I can say, that I'll never go away, as long as there is eau de cologne there will be me!

**Last Quiz Answer: Raspberry**