

TESTA PRODUCE Market Report

Outlook for the Week of
April 25, 2011



Market Report

The month of May is an extremely busy time in Chicago for the produce industry. You have Mother's Day, the Restaurant Show, and the start of really good weather, which means everyone who had cabin fever is out and about- That is good for restaurants and in turn, good for me. Dining out is always a social occasion and it is enjoyed by everyone- young and old. I know every time I take my family out to eat they really enjoy the food because they never pay, Dad does, which is a part of my job that never goes away, no matter how old your children get. Next week businesses will get ready for Mother's Day. Make sure, if you are planning a Sunday Brunch, you do not wait till the last minute to order processed items. What ends up happening every year is one or two customers wait till Saturday morning and try to order special processed items that can't be done because crews go home and then it becomes a major deal to figure out what to do. A little planning ahead will definitely save everyone time and money.

The market on Beans is steady. The Aspara-

gus market is higher, but only for a week or so. Cucs are down, Broccoli is higher, Cauliflower is still high, Eggplant is finally coming down but Fennel is still very high priced. Parsley is steady but Italian Parsley is much higher and very tight. Kale is steady, Collard, Mustard and Turnip Greens are all steady, and Endive and Escarole are higher. Boston Lettuce is still high. Green Leaf Lettuce is much higher and so is Red Leaf- both are being affected by weather. Romaine is double what it was a week ago and Head Lettuce is also going up. Mesculin is steady. Baby Spinach and Baby Arrugula are being affected by weather also. Corn is down, Green Onions are steady, Carrots are still very high and tough to get and that won't change till the end of may at the earliest, according to all major growers. Broccoli is plentiful again and price is down. Brussel Sprouts are very expensive, English Peas are hit or miss but we do have them. Fava Beans are back and in good supply.

Green Peppers are heading up, Reds are still stupid prices, Yellows are also very expensive. Red Potatoes are higher. The Tomato market is still unstable, Plum Tomatoes are

Market Report, Cont'd...

still high but coming down slowly, large size Tomatoes are all over the board because of damage earlier in the season to Florida and Mexico crops. Growers are shipping what they have but it's not enough to fill demand so Hot House Product is taking a larger role in supply. Some of the retail ads are now over and supply of Kumatoes, Mixed Medley, and Campari are becoming more available. Yellow Teardrops and Yellow Grape Tomatoes are extremely tight and very high priced.

Strawberry prices have gone down and supply is more available. Blackberries are still reasonable; Raspberries are still tight and high priced. Blueberries are coming out of Florida, product is excellent, and prices are coming down.

California is starting with summer fruit. A few Peaches were available last week and we will see a full swing by later in the week.

A good supply of Apples and Pears are still available and the first Figs arrived last week, but you don't want to know the price.

Honeydew and Cantaloupe are steady for next week but that will change as the growing areas switch back to U.S. products. The first crops are usually too green and eat like Cucumbers. It happens every year and this year is no exception. We just have to get through it, but we do look for alternatives and if growers have a different Melon that I think is better, I will ship that.

Grapefruit is still very good and plentiful. Limes are going back up but not like before,

they are in a slight gap. Lemons are steady, Mangos and Papaya are the same.

New crop of Fingerlimes are two-three weeks away. Kumquats and Sweet Limes are available. Ramps are available but it's a short season. Spring Garlic is almost done, Morel Mushrooms are starting to come down in price, Fiddleheads are available, and Stinging Nettles are available.

Sale Items

Pineapple, Case 8ct	\$14.95	Testa Item #31603
Carrots, Baby Peeled w/ top, 5#	\$19.50	Testa Item #05084
Mesculin Mix, Case 3#	\$8.25	Testa Item #23370
Cantaloupe, Case 9ct	\$14.95	Testa Item #05094
Tomato, Cherry Flat 12pt.	\$13.95	Testa Item #40156

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am a native of southwestern Africa representing the cucumber family. Introduced to New Zealand in 1930 and cultivated there for decorative purposes, my popularity began to rise. I am about four inches long, two inches wide and weigh between one half pound and one pound. I have a spiky, brilliant, gold/orange skin with emerald green flesh and edible seeds. I offer up a unique combination of banana, watermelon, mango, pineapple, and cucumber flavors. Often my insides are aborted and my stunning shell is halved and used as a vessel for salads, slaws, or desserts. Sometimes just my top is lopped off, again my innards are gutted and I become a glass for exotic drinks. My strained liquid is an excellent substitute for vinegar, or with a bit of added sugar a great thirst quencher. My pulp is often added to sauces, soups, salads, sorbet, yogurts, or just eaten out of hand. I am rich in vitamin C and I also contain iron and potassium. Mostly I'm just really cool to look at and I don't bite.

Last Quiz Answer: Bergamot