

# TESTA PRODUCE Market Report

Outlook for the Week of  
**May 2, 2011**



## Market Report

The biggest dine-out holiday is upon us and boy did it come fast. One minute we are hopping with the Easter Bunny, next minute you are at brunch with all your family celebrating your Mom. Everyone's mom is special that day, and rightly so. She had to put up with all your crap you did as a kid. Dads help, but Moms rule the world, in more ways than one. It always amazes me how Moms figure out things. I think there is a secret Mom training school that teaches them to know all things. We all know Dads have been trying to get into this school for decades but have been successfully blocked by the lack of female equipment and brains. A Mom takes on many roles as you grow- she can be your best friend, your love advisor, your comforter when the love part doesn't go so well, your doctor because she knows what's wrong with you before you do, your frustrator because nothing is more powerful than a 'no' from Mom, and at the end of the day she loves you no matter what you do or say and she will always be your Mom. Happy Mother's Day Mom!

It's a good week for produce. Prices are somewhat stable with a few exceptions. Everyone is getting ready for the local season to start and the first thing out of the box will be Asparagus, but because the weather has been cold, the season is running a little behind. We wanted to ship next week but I was told by my growers that it might be a week later. When it does start, expect small sizes to start and no big stuff for another week, that's that nature of the deal. Beans are steady and some Wax Beans are available. Cucs are falling

fast, prices are half of what they were last week. Celery has taken a major jump from last week, prices have gone up 50%- growers are having issues with seeders and general bad growing conditions plus a very high demand. Eggplant continues to fall- now under 20 per case for next week. We also have Baby Eggplant, Japanese Eggplant, Chinese Eggplant, and White Eggplant. Green Onions are down, Boston Lettuce is still high priced, and Carrots are refusing to go down and continue to be very high priced.

Broccoli is down and a good menu item for next week. Cauliflower will be going up so be careful with that. Broccoli is a great item for something different. Red Peppers are proving to be tough to get this week and prices are very high. Yellow Peppers are in the same boat- very high priced and tough to get. Neither of these two items should be high for long, maybe another week, but the party is over after that. Green Leaf Lettuce is up and so is Red Leaf for next week. Head Lettuce is down and Romaine is steady. Mesculin is steady. Baby Spinach and Baby Arrugula are tighter.

The one item that has had the lousiest season I've seen is Artichokes- they have been all over the board on quality, price, and availability. We are being told that its going to get a lot better this spring and all of the above will improve- we will wait and see. Endive and Escarole are steady. Rapini is good and available. Cabbage is higher on Red and steady on Green. Mustard Greens, Turnip Greens, and Collard Greens are all steady and good deals for next week.

## Market Report, Cont'd...

All those Greens contain a ton of great stuff for your body and you can do a lot with Greens if you do a little investigating on how to prepare them. The best way to get all the good stuff is to eat them raw, but if you don't have a good recipe for raw, try them lightly cooked with a host of other items- like Potatoes, Fish, or Chicken. You can make up your own dish and you will be surprised at how many ways you could use Greens, and the best part is they are always available and usually cheap. Another item overlooked during the summer is Sweet Potatoes and really this item should be used all the time. Prices stay the same or get cheaper during the summer for Sweet Potatoes and they also have a ton of ways to use them, so don't forget about Sweet Potatoes during the summer. People like variety, so why not mix it up a little- use White Asparagus instead of Green. White is usually priced about the same as Green and sometimes cheaper, so look for White as a good alternative for the same old thing.

For Mother's Day load up on Strawberries- prices are down and going to be that way all week, so your Sunday brunch should contain lots of Strawberries. Also Blueberries and Blackberries are your next choice, followed by Raspberries, which will be the most expensive of the group. Cuties are still around for a good amenity fruit. We have some specials next week- Organic Crenshaw will be here Tuesday, also Organic Sugar Snaps are cheap and Organic Fava Beans make a nice selection for something different for the weekend. A few Figs are coming in so if you have VIP's and need a few- preorder, it works better. Stem Straws are in and price is way down, French Beans are down, Patty Pan are steady, Baby Beets are plentiful, Baby Carrots with tops are steady and priced right. Things are looking better so everyone enjoy Mothers Day, but save plenty of room for dessert, that's the best part!



## Sale Items

Pineapple, Case 8ct	\$14.95	Testa Item #31603
Carrots, Baby Peeled w/ top, 5#	\$19.50	Testa Item #05084
Crenshaw Melons, Organic Case	\$18.00	Testa Item #65157
English Peas, Organic Case	\$38.00	Testa Item # 65323
Tomato, Cherry Organic Flat 12pt	\$13.95	Testa Item #63812
Sugar Snap Peas, Organic 10#	\$13.50	Testa Item#66741

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

I help create the anticipation in ketchup. I also help thicken soups and stews, but more about that later. I am the proud edible seedpod in the Hibiscus family. Related to cotton some people would prefer to eat that, but they just don't know. I began in the Asiatic tropics, and while you did not find me in any Egyptian tombs, they documented me growing by the River Nile in the early 13th century. My first serious cultivation was in Western Africa (Ethiopia), where bloody raids ensued from tribal crop envy. From there, I migrated to the West Indies, Middle East, and India. The Moorish invasions of Europe brought me into Spain, and the African Slaves made me a standard in the Southern United States. From the USA I went to South America and thanks to India by the 19th century I was Chinese as well. Known as the poor mans food, and only able to grow in tropical and warm temperate climates, I still maintained worldwide recognition. Here's why. I'M GOOD! I have a thin, smooth or downy covered edible skin that is mostly green and occasionally tinged with yellow. Recently I have been seen wearing a deep dark red, but it's just an overcoat. If you heat me my red coat comes off (usually) and we turn back to green. My ridged fruits (I really am a fruit, but you wouldn't dare use me that way) are finger size and angular. We form after our red centered yellow flower opens atop my eight-foot perennial stalk. When opened or cooked we exude a milky liquid that acts as a thickener and scares many of you away. Don't be scared, if you don't like my juice, get me while I'm young (2'-4"). The older I be, the more gum you will see, which fills Americans with glee! We are also less fibrous and more digestible in our youth. Fresh or dried I am a thickener. I am 100% useful. My leaves and shoots are devoured throughout Africa. My seeds are ground the world around and used as a substitute for coffee. Our pods are eaten fresh, used in curries, and relished in Greece and Egypt. In America, I am stewed, fried and used as a natural thickener and a major ingredient in some very important soups. Sub me out for any dish calling for asparagus or eggplant for a tasty variation. I also combine well with onions, peppers, and tomatoes. Scramble me with your morning eggs for a flavor that will keep you going all day. You will benefit from my potassium, magnesium, and folic acid. I am easy to digest, mildly laxative, and with my emollient agents I'm no sin for your skin.

**Last Quiz Answer: Kiwano**