

# TESTA PRODUCE Market Report

Outlook for the Week of  
**June 6, 2011**



## Market Report

I just had a conversation with a friend, and the discussion was 'if you won the lottery would you continue to work?' And my immediate answer was yes, but not like I work now. It would be more golf-friendly, sleep-friendly, and last but certainly not least, wife-friendly. Of the three you can guess which one would be first. Having enough money to do anything you want is a nice feeling but with it comes the often forgotten problems of having a lot of money. You now have an intense group of friends- they are called moochers, or fair-weather friends. As long as you've got money, they are around and when they cant get any more from you they are gone. Too bad you don't get to do the same to them but we will just have to win the lottery and see if that happens.

The produce markets are fairly active for this time of year. Beans are going up mostly due to crop damage from heat and windy conditions in the one growing area and the other areas had rain and wet conditions so they could not plant properly and may not have production till later than normal in the season.

Cucs are down, Broc is higher, Cauliflower is higher, Celery is the same. You should have

noticed last week we gave out all Organic Celery instead of regular at no price difference- pretty cool when you can do that. We also gave out Organic Honeydew, Crenshaws, English Peas, and Red Onions all at conventional prices, no up-charges and in some cases cheaper than conventional. How cool is that? Green Onions are steady, Spanish Onions are moving up- growers are finishing up and new crop will be more money. Red Onions are steady for now.

Peppers are still having issues. Florida and Georgia are still high and Mexico is holding its prices because they can. Good news on Red Peppers- price has come down from the stratosphere and we can now sell them without an armed guard. Yellow are also down.

Potato prices are still stupid. Large size bakers are big money. The bigger issue is Kennebec Potatoes- they have been in a gap for two weeks now and its not looking any better for next week. At this point the sub is utility, but if you leave them in a dry area and let them dry out a little, they will cook up better- that's what most of my chefs tell me. As soon as Kennebec production comes back we will get them, but as of right now it's not looking good.

Zucchini is down, Yellow Squash is higher, and

## Market Report, Cont'd...

Eggplant is higher but not much. Mesclun is steady, Head Lettuce is steady, and Romaine is a football right now. Prices got down to the lowest level in months so everyone put out really cheap prices to steal business but everyone was cheap so it didn't work. Romaine Hearts are steady and excellent quality. Red and Green Leaf are still good and fair priced.

Hand Fruit is looking good: Peaches, Plums, Nectarines, Apricots, Apriums, Pears, Oranges, Apples, Red Bananas, Baby Bananas, Cherries- just to name a few. Yellow Watermelon, Red Watermelon, and Seedless Watermelon- personal size for smaller venues; you are only limited by your own imagination. Some of the best ideas come from ordinary people on menu items and they never get credit for it, so always be nice to someone today who knows they could be laid off tomorrow. Everyone says things are going good so let's see if it keeps going; that would be a nice change for a while.

Figs are back but still in half trays, and size is all over the board- some big, some little. They also have Green and those are much smaller.

Strawberries are better and cheaper, Raspberries are still down, Blues are excellent and so are Blackberries. Also Gold Raspberries are in and price is reasonable. Red and Green Grapes fell again but quality is still not where I would like it. I want nice, juicy Grapes with snap. Most Grapes are still too small; they will get better but need 'more time on the vine.' When's the last time you ate a whole Kiwi? Well, you need to get back in the swing of things, try some Gold Kiwi and enjoy! - Low in calories, high in all the good stuff.

Lime prices are down and Lemon prices are going up. Avocados are going back up again. Small size Apples are getting very, very short and

expensive. Cantaloupe and Honeydew are starting in Arizona and quality can only get better. Grapefruit is still going strong and quality is excellent.

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## Sale Items

Pineapple, Case 8ct	\$14.95	Testa Item #31603
Honeydew, Organic Case	\$13.95	Testa Item #65262
Crenshaw Melons, Case	\$12.00	Testa Item #25351
Crenshaw Melons, Organic Case	\$12.00	Testa Item #65157
Cucumbers, Basket Case 24ct	\$9.50	Testa Item #06655
Romaine, Case 24ct	\$16.00	Testa Item #36900
Watermelon, Yellow each	\$9.00	Testa Item #02549

Quantities are Limited.

Available While Supplies Last!

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

## Produce Quiz

I am a bit of a snake in the grass and a world wanderer as well. In fact, I am the only ancient crop to have been cultivated in both the Old and New World. While I am probably African, I floated like a bottle on the seas in pre-Columbian times, traveling to India, China, Indonesia, and New Zealand. Archaeologists have found me in Egyptian remains, as well as in Mexico, Peru, and Florida. Scientifically, you'll hear I'm a fruit. Some call me a bean. You'll use me as a vegetable that is between four inches and three feet long, mild, slightly sweet and free of bitterness. Many in my family are not very tasty, nor are they slender and lovely light green, like me, but they do have other popular uses. I will always require peeling and if you nab me as a youth, my soft seeds are edible and do not require removal, but once they get hard, they gotta go. As a young little "cucutz" my white pulpy flesh is quite often steamed or stir-fried. As I age it is best to cook my firmer flesh like a winter squash, baked, stuffed, or chunked up for stews. I have a great personality - I stay firm when the heat is on so I never have to leave the kitchen. I am always tender and I never get mushy. I am available in mid-summer through the fall and other than being low in calories and high in vitamin C and not much in the area of nutrition. If you discover me after my days of length and slenderness, you probably use me as a dish, spoon, or decoration. Some leave me on the vine when I can be trained to twist, curl, and run in circles and up and down the walls. Calling me names is tricky, as I have many. Considered Italian, I thrive in Oriental cuisine. One of my names refers to any kind of squash in Italian. I am also known as Yugao, Po Gua, Kwa Kwa, Upo, Bau, Dudkhi, Lauki, and the list goes on. Tony Soprano has made me famous by using my genre when referring to his son, which is not necessarily flattering, all things considered.

**Last Quiz Answer: Cardamom**

