

TESTA PRODUCE Market Report

Outlook for the Week of
June 13, 2011



Market Report

The weather has always been an issue when it comes to produce, but lately it is causing tremendous problems all across the country. When you see tornadoes and monsoon-type rain across the Midwest, that's a big problem for everyone. Farmers are unable to plant in fields that are flooded, you can't harvest when the wind is blowing your crops into the next county, and when there is no work, your help leaves to find better opportunities. This is what is happening all across the country. Prices will react, and up is the way it is going to go. If you are thinking the price of food is high now, wait, you ain't seen nothing yet! Corn, Wheat, and Soybeans will set new record highs this year and that my friends, will cost all of us money. Every item you buy in a grocery store will be going up, if not now, shortly. There was a tend to keep everything cheap, that party is over. The price of fuel is out of control. All distribution companies use trucks, and if the cost to operate those trucks increases 10-15%, where do you think the money to pay for that is coming from? Lets see, you and me and all of our friends- we will always pay in the end. The consumer is the last guy in the line and he gets the bill always. Along the way, the oil companies make billions, but you and I wont see any of that money. They are busy reinvesting in

looking for new fields of oil to reduce our dependence on oil (bullshit). They are going to milk us dry for as long as they can and then maybe someone will wake up and say 'why don't we stop using oil and figure out a better way.' What a novel ideal- reduce our dependence on oil.

Things are going up and fast. First, if you are a Cello Spinach user, you have a problem- and it's a big one. The local grower and packer of the product cannot get product and will be in a gap for 1-2 weeks. This has never happened before that I can remember so we will do our best to fill everyone's orders. But if you use Cello and Clipped Spinach, you could get Salad Spinach instead of the usual product. If you are the buyer, make sure you tell your chefs so they know what the situation is.

Another problem is Avocados. The outlook for this item is not good. I had a long conversation with my shipper last week and he told me prices for Avocados could possibly double in the next few weeks. Product is very tight and growers are not taking any new customers right now, at least 60 days. Expect high prices on Avocados for a while.

Beans are moving higher as a direct result of the bad weather in the south. Numerous Bean fields

Market Report, Cont'd...

were destroyed or flooded, so prices are moving up. Cucs are higher also for next week. The local Grass Market is higher going into next week. They will probably finish around the 25th of June but we will wait and see how the weather affects them. Most of our local farmers are not happy with Mother Nature right now- she is causing all these delays and that means that sometime during the summer months you will see a spike in prices because of the delay now.

Celery is steady, Eggplant is higher, Green Onions are higher, Head Lettuce came down, Romaine is still steady, Green and Red Leaf are steady, Boston Lettuce is steady, Zucchini is much higher, Yellow Squash is also higher, and Hard Squash is still a little tight.

Tomato prices are steady and Arkansas started to ship last week. Quality was excellent but prices were steady, a touch on the high side, but they were the only game in town for a week. Now we have Mexico starting up with some Vine Ripes, which will help make our prices go down, maybe. Cherry Tomatoes and Grape Tomatoes are on sale this week, so go for it- plenty available.

Strawberries are still a good buy and prices are staying that way next week. Raspberries are also excellent. Blackberries are very good and Blueberries are steady. Outstanding Hand Fruit is available: White Peach, White Nectarines, Pluots, Regular Peaches, and Nectarines. Also, Cherries but they are very expensive: 60, 70, 80 dollars a box! Mostly due to weather and lack of good supply, the season for Cherries will not be long this year and I don't think they will be cheap either. So if you like Cherries, prepare to pay a lot.

Honeydew are starting up out west. First reports are they are looking good and that would be the right thing to say- They are looking good for

another 2-3 weeks, but Taste, that's another story. Cantaloupe are doing the same. We still have Crenshaws and they are priced to sell.

Figs are in a gap so don't order them, we will tell you when they are back. A few new things to consider: Blue Velvet Apricots (2 day pre-order), Gold Kiwi, Yellow Watermelons, Quince, Rhubarb (Now is the time!), Dragon Fruit, Young Coconuts, Red Oca (Tuber), Golden Kiss and Hami Melons, Lychee and Red Cactus Pears.



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Sale Items

Pineapple, Golden Costa Rican CS 8ct	\$14.95	Testa Item #31603
Tomatoes, Cherry Flat 12pt	\$13.00	Testa Item #40156
Tomatoes, Cherry Organic Flat	\$13.00	Testa Item #63812
Tomatoes, Grape Flat 12pt	\$13.00	Testa Item #40113
Tomatoes, Grape Organic Flat	\$13.00	Testa Item # 64992
Watermelon, Yellow each	\$9.00	Testa Item #02549
Cucumbers, Basket Case 24ct	\$9.50	Testa Item #06655

Quantities are Limited.

Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am a native to the Alps, but along with my 50 relatives have been grown throughout Europe and in the USA as well. We are all sweet members of the parsley family. I am totally consumable. From roots to seeds and stems to leaves there is always a use for us. I have both medicinal and culinary properties. Before dinner I am used to flavor the Vermouth in your perfect martini. During dinner my young shoots will be blanched and added to your salad, or perhaps the bread you are eating is made with dough from my ground roots. In Greenland my foliage is eaten as a vegetable. For dessert, you'll find my crystallized stems on the cake or used as a sweetener in stewed rhubarb or custards. After dinner it's my seeds that flavor your apéritif if you are drinking Chartreuse or Benedictine. Medicinally I am used as an anti-inflammatory and I out sell Alka-Seltzer in China. Though my name may imply it, I still haven't earned my wings.

Last Quiz Answer: Bottlesquash