

TESTA PRODUCE Market Report

Outlook for the Week of
June 20, 2011



Market Report

It's Father's Day this weekend and that means every wife must do whatever their husband wants. If that were to happen they would have to rename the holiday. It would be called "In Your Dream Day" and it would be celebrated all over the world at the same time. How cool would that be? But let's not take anything away from Father's Day. It is still really really good idea. It makes it easier to play golf. This year I took my son with me to play on Sunday morning and it was great to spend the time with him. I didn't play very well and he played really good for an twelve year old. He will be tough to beat in a few years but was a great way start to Father's Day.

My dad is 83 and still comes down to the new building to check things out anytime he can. It is great for him to stay active. That is what keeps you going in the later years. Having an active mind is very important and research has said it is very important to stay active in your later years.

Someone recently asked me "What's your exit strategy" My response was that I don't have one because I am not planning any exit from my business. I love what I do. Why do I have to leave at a certain point? Who made the rule? If I ran into this person I would tell them to "Take their rule and shove it"! I am going to continue to enjoy my life and that means working. I am ok with that. Of course, that doesn't mean I am not going to enjoy myself. I do have a plan and it includes my wife and no kids.

The produce business is getting tougher every week and lately prices are not helping. You are going to start to see stores raising prices because there is no other way to go. Farmers are demanding more money for their crops and this includes the local growers. If the stores have to pay more money to the growers and shippers, you can bet that prices

are going up on a lot of commodities. Farmers have done well with the prices of Corn, Wheat and Soybeans and that will carry over to all local products this year.

Speaking of local, we are coming to the end of local Asparagus. Our grower is in his last field and we may have only one or two more weeks available. And he may not have all the sizes. But, we will wait and see. He will be in a gap for a few weeks before his next crop. All of Michigan is getting ready to ship product. The first crop after Asparagus is usually Zucchini, Yellow Squash, and Cabbage. After that, Red Chard, Green Chard, Dandelion Greens, Kale, and Dill. Some of the other stable items have taken a big price jump this week. Avocados are up again and the growers are telling us that prices may be higher again. Broccoli is much higher this week. Cauliflower is still up there. Beans are going up again. One of the biggest issues is Celery Root. All growers are in a two to three week gap and the product is just plain unavailable. This doesn't happen too often but that's what is going on right now.

The other biggie is still local Spinach. Product is just not available right now. Continuing is Clipped Oyster Mushrooms. Our supplier is out for about two weeks – at least that is what he says. We will have to wait and see what happens. Cukes are up. Eggplant is steady. Corn is steady. Celery is the same. Green Onions are up. Parsley is steady. Italian Parsley is higher. The Onion market is much stronger on Red, Yellow and White Onions. Same goes for Red Potatoes. Prices are much higher and the main reason is freight.

Prices for trucking are at an all time high which is driving up the price of produce and just about every other item you buy will cost more too. It is very important to be using high quality, good yielding products. If you pay more for some-

Market Report, Cont'd...

thing you want it to be better or last longer and that holds true no matter what you are buying or using. Produce is no different. We can get the cheap stuff that taste like crap and has no yield. We just choose to avoid that product. Sometimes program business chooses that type of product and that is what we are contracted to send. If you are part of the contract, you understand our position.

Tomatoes are going down and quality is going up. Good plan! Homegrown Arkansas Tomatoes are in and quality is excellent. You do get some mixed sizes but we try and get a 4X5 Vine ripe all the times. The Organic Cherry and Grape Tomatoes are on sale this week so take advantage if you can. Yellow Tomatoes are still higher but we do have some Orange on the vines that are very nice. Organic Yellow Grape Tomatoes are back and Heirloom Tomatoes are still high priced but we don't see any local volume of this type of product yet.

Head Lettuce is steady. Romaine is stable. Boston is down. Leaf Lettuce is the same and Mesulin is good. Arugula has been tight. Baby Spinach is steady. Mizuna, Tatsoi and Baby Lettuces are all available but in limited quantities. Strawberries are steady and the quality is excellent. Raspberries are down and price to sell. Blueberries are also excellent and the prices are steady and Blackberries are very good and reasonable.

Cantaloupes are switching to the domestic production and the quality is getting much better. Honeydews will be much better tasting in a few weeks and also domestic production. Mixed Melons are right around the corner so keep those fruit & melon plates ready. Watermelon is going strong. Yellow watermelon is great and regular Seedless are cutting and eating well. Peaches, Nectarines and plums are all getting better each day. The high end fruit will be available shortly and we will notify everyone when we get it. Most of the times, These are single layer packs with Brix (Sugar) levels very high so they don't have a lot of shelf life because of that. So whenever you get these, make sure you sell them or use them up quickly. Bing Cherries are in and they cost a fortune. Not as much as Mr. Rory McCollroy won after that amazing performance, but a pretty penny. But they taste really good. If you need to order some you won't be disappointed.

Here is the story on Figs. They are available and should be around for about another two weeks. After that they will be in a gap for three to four weeks until about the end of July. And then they will be available again for months at a much lower price point. So if you want figs now, you can get them but if you want figs at a good value you have to wait until the end of July.

Greek yogurt is still one of the hottest commodities in the

dairy category. The factories are once again up and running at a greater capacity so our inventory levels are much more stable and consistent. This is a stock item, so feel free to order. Also, we have added several new flavors of Clif Bars to our inventory and started to also stock Kind Bars. These are supposed to be the new Clif Bars which were the new Power Bars (which we stock too). I am sure there will be a new bar replacing the Kind Bar soon. I'll ask my kids.

And finally, if you like Horseradish, try a new product that we have. It's Atomic Horseradish. According to the vendor "parsnips are added to control its natural bitterness, resulting in extreme heat, mushrooming through your sinuses leaving you with the satisfying flavor of real horseradish that's as good if not better than your granddads homemade that chased you out of the house when you were a kid". Enough said.



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Sale Items

Pineapple, Golden Costa Rican CS 8ct	\$14.95	Testa Item #31603
Tomatoes, Cherry Flat 12pt	\$11.50	Testa Item #40156
Tomatoes, Cherry Organic Flat	\$11.50	Testa Item #63812
Tomatoes, Grape Flat 12pt	\$13.00	Testa Item #40113
Tomatoes, Grape Organic Flat	\$13.00	Testa Item #64992
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

Judas died in my presence. Not actually mine, but my ancestors were there. Actually they were there first; doing their thing on an elder tree when all of a sudden a huge weight was seen dangling from a thick branch. They say that's how we got our name, but I'm just glad my relatives weren't shaken to the ground. I guess our short stalk paid off. When we are not fearing for our lives, our gelatinous yet firm translucent brownish beige flesh can be found growing on the trunks of beech, walnut, and of course elder trees. We are very organized about our growth and as such, we arrange ourselves in rows or tiers. My outer surface is covered with downy hairs and my inner surface is shiny, satiny soft, but wrinkled. Sometimes our looks are compared to those funky fleshy protrusions on a human head, but I think we have much more character than that. We are known for our texture and color. Our flavor is so mild it lacks distinction, but we thrive on absorbing other flavors. Popular both dried or fresh we are an excellent addition to most foods, as we only require a few minutes of heat. Excellent in soups; combined with any members of the allium family; blanched, fried, or boiled; in pastas, salads, stews or tea. We are rich in iron, potassium and magnesium. We are currently being studied for our effects on the blood and may prove helpful in controlling heart attacks and strokes.

Last Quiz Answer: Angelica