

TESTA PRODUCE Market Report

Outlook for the Week of
July 1, 2011



Market Report

It's Fourth of July weekend, the birthday of our Nation and a good time to blow stuff up. For years I loved the Fourth of July. I would find the biggest and best fireworks to blow off at my house and all the neighbors would come over and we would all have a great time. We also did it very safely and in 20-25 years of lighting fireworks I never had an accident. When I was a kid, I had a chemistry set and one of my curiosities was to find out how to blow up stuff. I once left a blowtorch on a beaker too long and almost blew myself up when it shattered into a million pieces because it got so hot. Now I'm in my middle years and I don't do any more fireworks at the house because one of my other neighbors took over doing a big display and he does a great job. So it's just as fun to watch and you don't spend the money. I wish everyone a happy and safe Fourth!

Now for the produce stuff: Summer finally showed up this week and the heat is a welcome sight for farmers. They need the heat to get all the local crops moving and they are going to get it this weekend. With temps in the 90's it's also a good time to hit the beach- that is if it's not closed due to of high levels of bacteria from the sewer plants releasing untreated water from the

storms we had this week. Always a 'catch 22' situation in Chicago- you can go to the beach but you can't swim. Your better bet is to go to your favorite health club or hotel for the day and use their pool. It's probably less crowded than the beach and a lot safer. Of course there is always the backyard Jacuzzi with your wife or friends if you're desperate.

Our local farmer is done with Asparagus. He will return in a few weeks with Squash but some of our other farmers have started with Cabbage and a few Lettuce products. As July progresses we will build up our list, so make sure you get the Local List, along with our other info we send you, so you know when things are available. On some local items we just ship those to everyone because we are using it as regular stock. So if one of our farmers has a lot of Cabbage we will use his Cabbage all the time till he runs out.

That's kind of the way we do things with local products- we bring it in and sell it same day or the next day. We try and give it to everyone who requests local but sometimes we don't have enough to go around. Beans are crazy, price has gone to the high fifties and low sixties and for the first time I can remember my clean Bean company did not ship one day because they were out of Beans.

Market Report, Cont'd...

Wax beans are also very short but French Beans are readily available. Cucs are higher, Cauliflower is down, Broc is down, Asparagus is higher, Celery is steady, and Eggplant is steady, if not down a little from last week. Green Onions are steady, Spanish Onions are higher, and Red Onions are higher also.

Peeled Garlic is higher. Supplies will be tight till they harvest the new crop in about 3 weeks. Zucc and Yellow Squash are steady. Box Potatoes are still high and Red Potatoes are higher.

Summer fruit is rolling along. Peaches are coming from Southern Illinois and California. Nectarines are available, Apricots are done, Plums have started, Donut Peaches are available, Cherries have been available but expensive, and Rainier Cherries are also very limited and high priced. We do have a few Champagne Grapes available, Lychees are also around, Cherimoyas are in, Passion Fruit is available, Yellow Watermelon, Galia Melon, Casaba, Crenshaw, Santa Claus, and Orange flesh Honeydews are available.

Rhubarb is coming from Washington and Oregon fields and packed in 20# cartons. Dragon Fruit from Vietnam is coming in 10# units. Yellow, Orange, and Red Oca (Tuber) from New Zealand packed in 10# units. Quince from Chile, Cranberry Beans, Purple Wax, Dragon Tongue, and Romano Beans are all available. Red, Green, and Black Grapes are getting better. We're waiting on high-end fruit, which is not ready for a few more weeks then we'll get some great stuff.

Don't forget that Testa is your exclusive Midwest distributor for Atomic Horseradish. We have cases of 4/1 gallons or by gallons by the each. The perfect ingredient to give your dish

that extra kick.

Make sure to use your Facebook and Twitter to get the best deals that Testa has to offer. There will be periodic deals posted on our pages, and our Twitter and Facebook followers will be the first to hear about it. So don't miss out and find our pages today!



Follow us on:

Facebook: Testa Produce, Inc.

Twitter: @testaproducecinc

Sale Items

Pineapple, Golden Costa Rican CS 8ct	\$15.95	Testa Item #31603
Tomatoes, Grape Flat 12pt	\$12.00	Testa Item #40113
Tomatoes, Grape Organic Flat	\$12.00	Testa Item #64992
Limes, Case 10#	\$9.50	Testa Item #23602
Celery, Organic Case	\$20.90	Testa Item #00714

Quantities are Limited. Available While Supplies Last!
BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

A native of southeastern China, I am also very common in Vietnam and central Asia. My Chinese name means eight points. Late in the sixteenth century, Europeans actually used me widely as bait in mousetraps, leading to my latin name "Illicium," meaning lure or bait. I grow on an evergreen tree of the magnolia family and my pretty reddish-brown woody fruit is picked prior to ripening, then sun-dried. Each of my fruits' points contains an oval seed with longitudinal ridges. Chewing my seeds freshens your breath with a licorice-like taste. In addition to being used in oriental cuisine, I flavor liqueurs, chewing gum, and confections. I'm very familiar in a famous spice mixture -- ground-up with four other spices, specifically fagara, cinnamon or cassia, fennel seeds and cloves, along with cardamom, dried ginger or licorice root -- where my pungent, sweet flavor dominates the powder. I am said to be diuretic, carminative, stomachic, antispasmodic, digestive, and expectorant, and a stimulant, so use me to tone up the heart, stimulate digestion, combat flatulence, and soothe coughs and asthma. My essential oil contains anethole, a substance also found in fennel (whose seeds taste similar to mine). Thousands of years old, I am, perhaps best recognized for my shape, but there's never been a sidewalk ceremony for me.

Last Quiz Answer: Dill