

TESTA PRODUCE Market Report

Outlook for the Week of
July 11, 2011



Market Report

The social network has hit Testa and by that I mean we are now on Facebook and Twitter. We featured a super special last week on Twitter on Purple Asparagus for \$15. If you called in and mentioned that you saw that deal on Twitter, you got that price! This week we are doing it again on some other products, but you can only find out if you sign up on our Twitter account. That's what my staff told me, so I am telling you. I don't know the ins and outs of Twitter but I know \$15 for Purple Gras was a darn good price, so sign up!

Local product is starting to pick up steam so you will see more and more of it on your order. We try and single out the product when we can but sometimes we get new items that morning and don't always have time to feature them, so they go out quickly.

Its summertime in the City and things are hopping. Outdoor cafes are open, beaches are open, (sometimes) girls are wearing all that summer clothing that makes boys drool, and produce is what you should be eating.

New Mixed Melons will be in this week- Ga-

lia, Crenshaw, and Orange Flesh to name a few. Peaches, Plums, Nectarines, and Apricots are all available. Figs are in, then out, then in full production at the end of July. Great deals on Baby Squash this week so put those Yellow Pattys and Baby Zucc back on the special list- they are a good deal this week.

Beans are still high but coming down; Cleaned Beans are back in full swing, price is still up for this week but we have plenty of product. Asparagus is finished locally and production will now switch to Mexico and Peru again with some Canadian product as well. Our neighbors to the North are also shipping Hydro Boston and Hydro Tomatoes in case you didn't notice, and they do a great job.

Broc is down, Cauliflower is steady, Cabbage is switching to local product, Carrots are finally coming down, Cucs are steady, and Eggplant is priced to sell. Green Onions are higher and Red Onions are steady. Peppers are up slightly on Green but Red are super strong, prices have gone up big time on Red and Yellow aren't cheap either. Red Potatoes took a jump again this week but supplies are steady. Box Potatoes are steady and supplies are still able to cover

Market Report, Cont'd...

demand, but some shippers are holding buyers to 12-week averages, which could cause problems down the road. The Squash market is all over the place, Yellow Squash is steady, Zucchini is down, Hard Squash are down also, so it's a good time for Squash.

Head Lettuce is steady and plentiful and Leaf Lettuce is now available locally. Boston is steady and plenty of Hydro Boston is available. Baby Lettuces are available as well. Baby Beets are taking off lately, everyone seems to be running specials with Baby Beets. I think it's a good choice because you have a good selection all year round. If the Baby version is not around, you can always get the grown up version in a 25# sack. Washington Rhubarb is available if you need. Mesclun is steady and plentiful.

Cantaloupe is higher next week, Honeydew is higher, and Watermelon is up also. Yellow Watermelon is available. We have some high-end Jayden Plums and Mango Nectarines coming in on Tuesday, it will be a limited amount- we wanted to see how good they are before we bought pallets of them.

The Tomato market is getting better every week. Heirloom season is about to get started; the Heirlooms I am looking for are not the Hydros from Canada but the real deal grown in the ground outside. We should start with pallets of them in about two weeks and price will drop like a rock when we start.

We also have Organic Tomatoes on a limited basis. If you want to try some, contact your sales rep for availability, they are limited and not always available.

Strawberries are higher, Blues are steady,

Raspberries are higher, and Blackberries are higher. Avocados are still very high priced. If you're a restaurant that features Guac, your costs are definitely up and will be all summer.



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Sale Items

Pineapple, Golden Costa Rican CS 8ct	\$14.95	Testa Item #31603
Tomatoes, Grape Flat 12pt	\$13.00	Testa Item #40113
Tomatoes, Grape Organic Flat	\$13.00	Testa Item #64992
Limes, Case 10#	\$7.95	Testa Item #23602
Celery, Organic Case	\$20.90	Testa Item #00714
Tomatoes, Yellow Grape Case	\$20.00	Testa Item #40220
Squash, Yellow Patty Pan Case 5#	\$15.00	Testa Item #31112
Zucchini, Baby Case 5#	\$15.00	Testa Item #52652

Quantities are Limited. Available While Supplies Last!

BE SURE TO USE THESE ITEM NUMBERS!

Produce Quiz

I am a wild herb of the mustard family. I am an heirloom perennial most often found growing along the shores of the Atlantic, Baltic, and Black Seas. Originally from England, I have been cultivated in France, Asia, and even in the United States, but to find me there would prove most difficult indeed. England is my home. They tell me I've never "seen the light" but how could they expect me to do that when they put a bucket over my head every time I break ground. My stalks (obviously white) are plucked at their prime, when we are crunchy and tender, offering a mild subtle, nutty flavor. I am best when steamed and like asparagus, work best when served with a mild sauce or enjoyed simply with melted butter. Sometimes my leaves are used but they have to be prepared separately as they will cook much more quickly. My young stalks can also be eaten fresh where they are chopped in a salad like celery. All this trouble, buckets on our heads, steaming, snipping, and still I am not beet!

Last Quiz Answer: Star Anise