

# TESTA PRODUCE Market Report

Outlook for the Week of  
**July 18, 2011**



## Market Report

Did you ever wonder what would have happened if your mom and dad never met? How different would your life be and how different would you look? Or would you have been a boy or a girl? That could have changed too. In my case, I would not make a good girl, I don't have the patience to do all the things girls do: make up, hair, nails, and shoe shopping to name a few. Plus it's harder to play golf with breasts, if they are big, and with my luck, that's what would happen. Anyway, I am glad I don't have to worry about all that, I just have to deal with who I am and that's enough of a problem.

The weather is going to get very hot this week and that could affect our local farmers, good and bad. If planting is at an early stage, very hot weather is not good, if they are further along, it won't be as bad if it doesn't stay super hot for a long period. In either case, rain is always welcome when it's hot, it helps a lot with production of a solid crop, so let's hope it's all balanced out this week with some rain, lots of sun, and cool nights- that makes for great yields.

Beans have gone down on Regular but Wax are still hard to get. French Beans are steady and Fava Beans are all available. Cucus are higher next week but Seedless are steady. Local Pickles are

available, next week is the first harvest of them. Eggplant is down and a good deal. Green Onions are steady, and don't forget Knob Onions. If you do Kabobs, they make a great addition and are extremely flavorful, they also look cool on a skewer. Peppers don't look cool on a skewer but Knob Onions do.

Spanish Onions are higher and so are Red Onions. The big news flash for this week is Potato prices are skyrocketing on everything. All the big sizes have jumped up \$5- \$6 per box and Utility Potatoes are over \$22 per case. This is definitely going to hurt some people. Utility Potatoes are sized a lot for fries and they have been going higher every week, so it's not looking good for food costs. Red and White Potatoes may help if local production starts soon. If you can use White Potatoes instead of Utilities, that could help. We are still waiting to get prices on Local Whites but should have something in a week. Always try and have produce alternatives, it makes for an easier way to control food costs.

Zucchini and Yellow Squash are also way down. Both of these are now local. Cabbage is Illinois-grown. We also have Michigan Blueberries and they are looking awesome. Michigan Beans are also starting up. Did I mention that Cucus are also coming from Michigan? Red Leaf, Green Leaf,

## Market Report, Cont'd...

and Boston Lettuce are also coming from Michigan and Romaine will soon be available. We still have to use California product as well so you can get both in the same week. There are some Rosemary plants available if anyone is interested.

The Tomato market is a little strange right now. Prices have gone up for this week. It appears volume has gone down in some growing areas, which is putting pressure on others and causing a price spike on Tomatoes. Also, the Vine Ripe Tomatoes are coming in on the greener side, which is not helping things. Add to that the large size Tomatoes are not happening. It's a little shaky right now with Tomatoes.

Did I mention that Yellow Tomatoes are super high priced? We do have a good deal on Grape and Cherry Tomatoes this week so that should help if you use either of those. Also, Yellow Honey Bunch will be available, along with Orange On-the-Vine and some Organic 5x5 single layers if you need.

Head Lettuce is higher, Romaine is steady, Red and Green Leaf is steady, Boston Lettuce is steady, and Mesclun is cheap. Baby Arugula is steady, Baby Spinach is tight, and Baby Lettuces are doing well. Cauliflower is steady, Broc is steady, but Fennel is still high.

Lemons are going back up again. Its summer and nobody like eating at home on hot days so Italian Lemonade is selling well on Taylor Street. The Berry market is having issues, we have good supplies but limited quantities of some items might come up. We hope not, but if everyone decides that they want one item, it will cause an issue. Melons are a problem. Large size 9x12 are very pricey but 15x18 are better priced. Pineapples are steady, Honeydews are much higher, Watermelon is steady, and Yellow Watermelon is coming back next week. Mixed Melons are in also: Gallia, Crenshaw, and Canary to name a few. Good

time for summer fruits so don't forget the hand fruit. We've got in Mango Nectarines, which are super! We also have Jayden Plums, which are one of the sweetest Plums you will ever taste. Cherries, both Ranier and Bing, are still around and excellent quality. Get out and enjoy summer, it goes by quickly! Have fun and keep cool!



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## Sale Items

Pineapple, Golden Costa Rican CS 8ct	\$15.95	<b>Testa Item #31603</b>
Tomatoes, Grape Flat 12pt	\$13.95	<b>Testa Item #40113</b>
Tomatoes, Grape Organic Flat	\$13.95	<b>Testa Item #64992</b>
Tomatoes, Cherry Flat 12pt	\$13.95	<b>Testa Item #40156</b>
Tomatoes, Cherry Organic Flat	\$13.95	<b>Testa Item #63812</b>
Limes, Case 10#	\$9.50	<b>Testa Item #23602</b>
Celery, Organic Case	\$20.90	<b>Testa Item #00714</b>

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

## Produce Quiz

I am a product of centuries of cultivation and selection. I am indigenous to Central Asia and Europe. I was very popular among the Greeks and Romans but my oldest friends are the Chinese who have known me for close to 5,000 years. I am starchy, crunchy, sweet and particularly petite. In my early days my look and taste was a bit of an eyesore, until my friend the famous botanist Gregor Mendel got a hold of me, fortunately, and greatly improved my appearance and taste over the years. I am raised with several brothers and sisters, I rarely grow alone. Our homes range from 1 3/4 to 6 inches in length. Each home contains as little as one or as much as ten of us. My skin can be slim and svelte or flat and swollen but always with curves in all the right places. I have over 1,000 varieties including smooth and wrinkled. For the most part you'll find my smooth frozen and my wrinkled canned. My colors range from green to grayish, whitish, or brownish. I am sold fresh, dried or frozen. I contain small amounts of protein and I am rich in Vitamin B. I am often used as a cover crop as I provide nitrogen for the soil. I am mainly consumed in soups or a traditional side dish to accompany meat, and mixed with other vegetables. As for one of my most popular varieties they may not be handy when building a man or ball but I wouldn't plan to stir fry with out them. President Obama recently suggested Congress hunker down and eat us.

**Last Quiz Answer: Sea Kale**