

TESTA PRODUCE Market Report

Outlook for the Week of
July 25, 2011



Market Report

If you like hot and humid weather, you loved last week. If you're in the produce business with drivers and refrigerated trucks, you did not like last week. When temperatures hit 95-100 degrees and you are working in that for an extended period of time, it will take a toll on you. Most chefs who spend a lot of time in a kitchen know all too well how heat can affect the human body. When my drivers complain about the hot weather, one of my first comments is 'what do you think chefs deal with every day?' So hats off to kitchen help in weather like this!

The other problem that happens in extreme heat is the same problem most growing areas face- you can only work harvesting for a limited time. Farm workers' and growers' main concerns are safety and last week several Michigan farmers had some employees faint from heat exhaustion. Blueberry production was stopped for a few days when temps hit 95-plus, too dangerous to harvest. Of course, because supply tightens up, price went up, but only temporary till a few days of less heat and more product becomes available.

The heat does cause other issues, crops tend to bolt or rapidly produce, which doesn't sound bad, but some crops, if they mature too fast, have defects like off-color leaves, woody taste, short shelf life,

and the biggest issue, super large sizes. Now the good news is Tomatoes love heat so hopefully this will bring on local Tomatoes quicker, which would be cool. If you didn't notice, our local list now has over fifty items on it and we have a great deal on C White Potatoes, which just started from our Illinois farmers. So if you can use C White, you can save at least 10-15 dollars off of the regular price and they are a local product. Now understand a local product will not be as clean as some California product so you will have to spend a little more prep time with local versus California, but its worth it if you want to promote local product.

We also have a Potato called Peter Wilcox, which is purple on the outside and yellow on the inside- we have about 90 cases our grower gave us to sell. He said they are worth \$40-\$45 a box, but we are selling them for \$28. It's a special price to encourage customers to try them to see if it's a product that chefs could use on a regular basis. So if you want either Potato, tell customer service you read about them in the Market Report and they will put them on your order. Don't forget to sign up for Twitter to get super special deals! When I get items in we post them on Twitter and it's a quick way for you to keep informed of hot deals.

Asparagus is steady and quality is much better out of Peru than Mexico. Peru is more closed top and fresher looking and Mexico is winding down so

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product looks a little tired and flowering.

Beans are down- French Beans are pretty cheap right now and Fava Beans are winding down also. Cucs are steady. Broccoli will be going up, the Market is firmer. Cauliflower is down, and Celery is steady. Carrots are finally getting cheaper, we will see Michigan Carrots in a week or sooner. Green Onions are steady, Eggplant is steady and great quality this time of year. Onions, both Red and Yellow, are steady and White are around and well, and price on White is not crazy anymore. We also have a Pearl White and Red that is peeled or unpeeled, which is a great item for certain types of presentation, depending on what type of main course you're serving.

Zucc is a good deal next week and Yellow Squash is not too far off as well, both are excellent summer veggies that should be on your menu.

At this point in the Market Report, Mr. Testa is going to stop and tell you that I don't get downtown too much during my week but I was downtown Saturday afternoon and woman's fashion has changed for the better or I have been out of circulation for a long time, either way, I like 'less is better' look. Keep up the good work girls!

Back to produce. Tomatoes are tight still but that should not last long and local product is about to hit. Next week new Heirlooms will arrive and not the Hydro product, there will be field product- Hopefully they wont be green. Yellow Tomatoes are still very tight and high priced.

Lettuce is steady, Romaine is steady, Mesclun is steady, and Boston and Leaf Lettuce are the same. Most of these items are now available locally so we will ship both all week.

So the Banana Guys last week promotes the fact that they took off the extra charge they had been charging for years due to weather related issues. This week they announce they are going to add a

fuel surcharge because fuel prices have gone up so much they can't absorb it. Does the word bullshit mean anything to you? Because it certainly comes to mind for me.

Cantaloupe and Honeydew are extremely tight and have been all last week and next week as well. Mixed Melons are available and reasonably priced. Cherries are still available and have a great taste. Peaches, Plums, Nectarines, and Apricots are all available in Regular and White varieties for next week. Grapes are about to get much better. Our best Grape supplier is starting next week with Red varieties so hopefully they will be great.

Strawberries are in good supply and flavor has been excellent. Raspberries are very good, Blackberries have been good as well and Blueberries are from Michigan and the quality is very good, its just getting enough product that has been the problem.

Watermelon is tight and that hasn't happened for a while but next week looks rough for Watermelon, both seedless and seeded. At the end of this market Report we are going to give you some info from our California people that you might find interesting!

Skin Friendly Fruits and Veggies:

Check out the list of fruits and veggies below that help your skin have a good glow by resisting sunburn and wrinkles, plus other health benefits.

-Romaine Lettuce: Six leaved provide more than 100% of your daily value of Vitamin A, which revitalizes skin by increasing cell turnover. The mineral potassium in Romaine 'gives skin a refreshing boost of nutrients and oxygen by improving circulation,' says Lisa Drayer, RD, author of The Beauty Diet. (Health Bonus: That same serving of Romaine contains 45% of the daily value of Vitamin K, which a recent study shows activates a protein that supports vascular health, making a future with bulging leg veins less likely.)

-Tomatoes: Eating red helps keep skin from turning

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red. Volunteers who consumed 5 tablespoons of high-in-lycopene tomato paste daily for 3 months had nearly 25% more protection against sunburn in one study. Even better, skin had more collagen, which prevents sagging. Another reason to toss an extra tomato into your salad: German scientists report that higher skin levels of this antioxidant correlate to fewer fine lines and furrows. (Health Bonus: Research suggests that lycopene may also lower your chances of heart disease. In one study, women when the highest levels of it had 34% reduced risk.

-Strawberries: A cup has up to 130% of the daily value of Vitamin C, a potent antioxidant that boosts production of collagen fibers that keep skin smooth and firm. More C may mean fewer fine lines too. Women with lower intakes were likelier to have dry, wrinkled skin. Early research also shows that ellagic acid, an antioxidant abundant in Strawberries, protects the elastic fibers that keep your skin from sagging. Sweet! (Health Bonus: Strawberries may lower your risk of cancer by inhibiting the development of malignant cancer cells. In one study, people eating the most strawberries were 3 times less likely to develop the disease.)

-Apples: Quercetin, an antioxidant in the peel of many varieties, provides hefty protection from the 'burning' UVB rays that trigger skin cancer. A few offering the biggest dose: Monroe, Cortland, and Golden Delicious. The next time you plan to spend time in the sun, pick one of them to start your day- of course you still need to wear sunscreen. (Health Bonus: Eating two or more apples a week for 1 year reduced the risk of dying from heart disease by 15% in one study of 34,000 healthy post-menopausal women. Whatever variety you choose, be sure to eat the peel, the source of nearly all the antioxidants.

-Edamame (aka. Soy Beans): Fine wrinkles and skin firmness improved after women in their late 30's and early 40's are foods like tempeh that

contain the soy isoflavone known as aglycone, found one study. Volunteers consumed an amount of aglycone comparable to 3 ounces of tempeh a day for 12 weeks. (Health Bonus: Adding soy to your diet may reduce your risk of developing endometrial and ovarian cancers and diabetes and prevent a recurrence of breast cancer, finds new research. The best sources: whole foods. Try substituting edamame for any vegetable and tempeh or tofu for meat and poultry in stir-fries and soups.

Sale Items

Peaches, White Flesh Vol Filled Case \$18.50	Testa Item #69868
Zucchini, Fancy Case 18-20# \$13.00	Testa Item #52657
Tomatoes, Cherry Flat 12pt \$14.50	Testa Item #40156
Tomatoes, Cherry Organic Flat \$14.50	Testa Item #63812
Limes, Case 10# \$7.95	Testa Item #23602
Honeydew, Case 8ct \$17.50	Testa Item #16153

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

Produce Quiz

I wish they could get my name straight. From Callaloo to Inca Wheat to love-lies-bleeding, it's all me but in many different forms. Even my primary name origin is confusing. It is derived from the Greek meaning unfading love flower. Found throughout the world but mostly in the tropics, I am an ornamental plant, a grain and an edible leaf. We also do food coloring, but that's another quiz. My value as an ornamental is made quite obvious by my long clusters of beautiful red flowers and fiery red leaves. My plant grows up to 36 inches and each one of us can contain as many as 500,000 seeds. As a grain I am a historical staple. This changed when conquistador Hernando Cortés, in reaction to the Aztec's donation of me in religious related rituals, ordered my field's destroyed and removed by the hands of any farmers who planted me. So my humble Mexican beginnings were halted but not eliminated. My resistance to drought, ease of growth, and nutritional benefits prevailed and today I am popped, sprouted, used as a cereal, or moist and sweet (yet unleavening) flour. As a green, I can be green, red, gold, or any combination of the three. My colorful tasty green is often substituted for spinach in soups, pasta dishes or vegetable dishes. Fry, steam or boil me briefly, as I do not require much heat to become tender. My amino acids are very well balanced (they don't even wobble). I am rich in lysine, methionine and tryptophan, and provide an excellent source of magnesium, iron, phosphorus, copper and zinc. So in one form or another, regardless of what you call me, I'll be there.

Last Quiz Answer: Peas