

# TESTA PRODUCE Market Report

Outlook for the Week of

**August 15,  
2011**



## Market Report

When you have grandkids, it is easy to forget all the bad in the world and just concentrate on the good. Grandkids have a way of changing your attitude and mood in an instant. Vincent, who is 2 and the cutest grandkid ever, did a video to Beyonce's video of the song 'Put A Ring On It,' and if you weren't in a good mood before you saw it, you certainly would be after. Something about a 2 year old shaking his butt and holding a pose with his finger pointing up definitely brings a smile to your face. It is a classic moment that will be played at his wedding years from now (if I know his mother) and possibly used for blackmail by his wife even further down the road. Thank God when I grew up my parents only had a camera!

It's summer and things are popping all over the place. The local scene is going strong with more and more products available every day. Check out our local list, which has over 60 items on it. The first Corn from Southern Illinois was not great, it was immature and not very flavorful, so we passed this week and will wait one more week to get better product from different farms. The heat we had did cause issues with some crops and caused others to burn up. The two that had a lot of problems were Zucchini and Yellow Squash. They are affected right away by any changes in weather, so price did jump on both of those. Watermelon, which is fairly cheap at this time of year, also had its problems- prices have stayed high and quality has also been an issue. Cantaloupe and Honeydew are two other problem children that will get better next week, but sizing is the big issue- with large sizes easier to

find and small stuff non-existent. It flip-flops back and forth with sizing issues on Melons all year long. Beans shot back up again because of the heat; they don't take well to 100-degree temps. Yellow Wax Beans were wiped out by the heat.

Asparagus is going down and quality is improving as we go. It looks like product should be stable for a while. Cucs are steady, but they also are affected by heat and rain, so don't be surprised if they take a jump in a few weeks. Eggplant is steady, in good supply, and price is cheap.

If you are an Eggplant lover, you know that there are many different varieties of Eggplant in the world, but Americans tend to use and eat just one kind. If you want to challenge your taste buds and experiment a little, try some of the different kinds like Thai and Chinese to get a feel for what's out there. We can get many kinds of Eggplant at different times of the year, so keep that in mind when you plan a side dish, and use Eggplant instead of your regular side. You might surprise your customers and make some extra money also. Green Onions, Red Onions, and Spanish Onions are steady and White Onions have come down in price.

Potato prices continue to rise and demand is not slowing down. Our growers tell us it's going to be a rough August and September for Potatoes and prices are going to stay high. We do have a C White from our local farm, which is a good deal for all of you that could use that size. We do have a really cool Potato called Peter Wilcox, which is also a very good deal. So

## Market Report, Cont'd...

change things up if you can and use these two for a special and save money doing it. Call your sales rep for prices or Customer Service has them on ad when you call. Kennebec Potatoes have had issues lately, mostly because of the gaps in production- that does happen with Kennebec at certain times of the year but I think this one will not be more than a week or so.

Tomatoes are getting better. Michigan has started to ship and that will bring prices down on most items. Quality varies greatly with Michigan farmers on the size of Tomatoes. Some pick with more color, others pick more on the green side, and some varieties of Michigan Tomatoes do not ripen as well as others. So, my buyers and I are always looking for the best eating Tomato, not always the best looking. If you get both, great, but sometimes a few scares might mean better flavor. Don't always eat with your eyes, you can get fooled. Unfortunately, this does not apply to people- how a person looks also has a lot to do with how they are treated and even that is wrong at times.

Cherries are winding down so if you are a Cherry lover, get yours now. Apricots are also winding down but you still can get some great stuff in an Apricot. If you order a Black Apricot or Aprium and they are still available, that is an outstanding piece of fruit. Excellent White Peaches and White Nectarines are available and so are regular Peaches and Nectarines. Plums will continue to get better and better all the way into fall. Different citrus will start at the end of August, which always gives chefs all different types of options to use for any type of application. Fall is a super time for fruit so make sure you feature it on the menu and don't make Hard Squash the only thing for fall.

Grapes are getting better and price is dropping by the week. All three Red, Green, and Black are improving. Also, don't forget Champagne Grapes, they make an outstanding choice if you need something different for a summer dish, and they go well with just about any cheese. For you cracker lovers, too bad Grapes are better for you.

Mixed Melons are rolling: Crenshaw, Galia, and

Orange Flesh to name a few. They come in and out during the month of August and so at any time you can get a good variety and mostly the flavor is excellent.

Lots of cool Mushrooms for summer are always around. We have 1-pound Black Truffles from Australia at a great price. Our supplier can get really expensive varieties, so let us know if you're interested. We can also source all natural and organic dry goods through Testa Natural. If you are in the need for organic dry goods contact your sales rep for information on how to sign up and view the catalog. Lots of other cool items are available though the program.



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## Sale Items

Peaches, White Flesh Vol Filled Case \$18.50	<b>Testa Item #69868</b>
Tomatoes, Cherry Flat 12pt \$10.50	<b>Testa Item #40156</b>
Tomatoes, Cherry Organic Flat \$10.50	<b>Testa Item #63812</b>
Peppers, Red Case 15# \$13.00	<b>Testa Item #31353</b>
Cantaloupe, Case 9ct \$15.50	<b>Testa Item #5094</b>

Quantities are Limited. Available While Supplies Last!

**BE SURE TO USE THESE ITEM NUMBERS!**

## Produce Quiz

You probably know me by my Japanese name, or maybe by the name I grow wild with in North America. I imagine my American name may result from my propensity to blossom in little purple flowers that become little prickly burrs. While all parts of me (leaves, seeds and roots) have been used for centuries in traditional Chinese medicine, it is my root that the Japanese are responsible for first using as a food and seasoning. Actually, you can eat my young leaves and stems in the spring. But, you'll want to wait 'til my underground treasure is a bit older before eating (around 4 inches in length with a 1" diameter at the wide end of my taper) – but don't wait until I'm old, or I may taste woody. I am nurtured under rather bare stems on 3-4 foot mature plants that bear large, rough, heart-shaped leaves—dark green above and pale beneath with pinkish veins – with short white hairs on leaves and leaf stalks. Like most sweet young things, I'm most tender when young, and should snap when bent. When well prepared, I have a pleasant, crisp texture with an earthy taste ranging from mild to sweet to strong. When I am very young, peel me and eat me raw, but I'm perhaps best cooked. Bring me home dirty – the dirtier the better – just wash or brush clean and rub off my dark skin with a knife back (as you would a carrot or parsnip). Some pound me to tenderize, but I suggest a julienne or shaving. A water bath should remove the bitterness that can result from my inulin. With lots of vitamin B and minerals, my pithy white flesh is delicious shredded in soup and salads, stir fried, boiled, roasted, or stewed with other root vegetables or as meat stuffing. I'm available all year round from California, Hawaii and Japan.

**Last Quiz Answer: Cherimoya**