

# TESTA PRODUCE Market Report

Outlook for the Week of

**August 29,  
2011**



## Market Report

All the news reports are about the hurricane that is going to hit the East Coast and all the problems it's going to cause. I agree it's a terrible thing, but I have the resolution- everybody should take vacation and come to Chicago. This is the perfect time to offer all those East Coast people discounts to fly to Chicago for a weekend trip. Not only should we do it for the business side of things, but we could market it as helping our fellow Americans out in a tough situation. Chicago could have all those flooded and water-logged New Yorkers for a few days and we will show them how much better our restaurants are than theirs, also, our hotels and for that matter, our lakefront is better than their ocean. Not only is our lakefront gorgeous, but also we don't get hurricanes. How cool is that! Now we could also take their idea and make it part of our tourism ads and then caption could read 'Natural Disaster? Come to Chicago. Good Weather, Good Food, and No Earth Quakes.' I think it's a winner. Now all I have to do is convince whoever is in charge of tourism.

Of course the other issue with a big weather problem on the East Coast is produce supplies out of that area are going to have issues. So you will see certain items jump in price if it gets really bad. We are seeing a price increase in Tomatoes for next week because of the weather.

If you are a Greens user, Collard, Swiss Chard, Mustard, and the like, you also will see a price increase. We are seeing some big jumps in other items also. Asparagus is going up, weather in Peru is to blame for

price increase. The weather is also to blame for East Coast refineries shutting down which effects gas prices. They were going down and now that has turned around and they went up again.

Michigan is shipping great stuff lately. If you have gotten the Zucchini and Yellow Squash from us, it's been gorgeous. Corn is ten times better now and flavor is great. Peppers are in great shape and cheap. Also, Banana Peppers are in and Local Jalapenos and Eggplant are coming in. Eggplant is not as plentiful as they thought so price isn't down as much as it usually is. Plum Tomatoes are steady but Large Size Tomatoes 4x4 and 4x5 are up slightly because they can. Heirlooms from Michigan are not as plentiful as I would like, so my California growers are coming to the rescue with product. We will be in better shape on Heirlooms late next week. Hopefully the beginning of the week if everyone orders light.

Candy Stripe Figs are back but not a lot, so order early- they taste excellent. Beans are steady, Cucs are higher, and Green Onions are steady. Broc is getting tighter but still good this week and Broc Crowns are higher. Japanese Eggplant is very tight and Chinese Eggplant is not much better. Cauliflower is good, Celery is excellent and price is down.

Lettuce is steady and price is down. Leaf Lettuce is also steady and price is good. Boston Lettuce is steady, Romaine is active, and Romaine Hearts are up a little, and Mesculin is steady. Baby Spinach and Baby Arugula are steady and prices are down.

## Market Report, Cont'd...

Zucchini and Yellow Squash are both excellent and price is down. Box Potatoes are still tight, some new Local product is hitting but sizing is an issue. Onions are steady for both Red and Yellow.

Melons have come down- both Honeydew and Cantaloupe are down. Certain sizes are not as abundant as others. 15 size Cantaloupes are scarce and 6 size Honeydews are tighter. Brix level is all over the board, each load is different. Mixed Melons are in and in good supply.

Strawberries are getting tighter and price is going up. Growers are getting ready for Labor Day ads and that means short food service, which they like to do when they run retail ads. So expect Strawberries to stay tight for two or three weeks. Raspberries went down but now they are heading back up again. Blackberries are getting tight and supplies will stay like that through Labor Day. Blueberries are steady but not a lot of product is around. I expect they will switch back to 6oz or 4oz shortly.

Excellent Michigan Peaches are available and excellent California product as well. Peaches- both White and Regular, Nectarines, and Apricots are available. Lots of different varieties of Plums are coming in. Mango Nectarines are back and Yellow Plums are in also.

Apples are a big problem and I haven't said that in years. Old crop is finishing fast on all sizes and colors- this has caused prices to get stupid quickly. I haven't seen this high of an Apple market in 4 or 5 years. And its not the price that's the problem, its getting the product. Growers are out of stock on basic sizes and fruit so whoever has product is getting big money and can pick and choose whom to sell to. The saving grace is Michigan and New York are about to start and that can't happen fast enough for me. Both areas start with certain varieties but in 3-4 weeks, everything will be available so we will see some relief soon.

Your other big problem child is Avocados. California is just about done, Mexico is about to start, Chili will start also, and for the first time the U.S. is going to

allow Peru to ship to us. So lets hope between all these areas we get a big, fast price drop- that would help everyone.

Lemons also took a big jump this week along with Limes. So as we head into fall, your after-work cocktail with Lemons and Limes will cost more.

Check out these new items this week: Quince, Concord Grapes, Pomegranate, Honey Kiss/ Hani Melons, Red and White Currants, Kiwano Melons, Hatch Chilies (2-3 weeks), Purple Baby Artichokes, Holland White Eggplant, and Graffiti Eggplant.



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## Sale Items

Tomatoes, Cherry Flat 12pt	\$10.00	<b>Testa Item #40156</b>
Tomatoes, Cherry Organic Flat	\$10.00	<b>Testa Item #63812</b>
Tomatoes, Grape Organic Flat	\$10.00	<b>Testa Item #64992</b>
Tomatoes, Grape Flat	\$10.00	<b>Testa Item #40113</b>
Cantaloupe, Case 9ct	\$12.95	<b>Testa Item #5094</b>
Basil, Pound	\$6.50	<b>Testa Item #3050</b>
Mesculin Mix, 3#	\$7.00	<b>Testa Item #23370</b>
Mesculin Mix, Organic, 3#	\$7.00	<b>Testa Item #64601</b>

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

## Produce Quiz

My name in Malawi translates to "Buttocks-of-the-wife-of-a-chief". There was a time when I was widely enjoyed, but today I have fallen into neglect. Originating in India or Persia I spread quickly (via seed, not via ground cover) to Europe and America. Once said to be eaten by "French men and pigs when they can get nothing else", I am considered a common weed and nuisance to gardeners. I am a ground hugging fleshy, fat leaved plant growing no higher than four inches and easily found in both hemispheres. I have over forty relatives and while most are green, a few are as gold as gold. My stems are a rubbery pinkish-red and can grow twelve inches, spread out in a network like flat vines. I can be picked before maturity and will continue to flower and see post harvest. I have a slight acidic and peppery taste and can be cooked or used fresh. I am a great textural addition to fresh salads or I can simply be boiled, salted and served with butter or oil. The thickness of my leaves makes me a tasty addition to gumbos, soups, and stews. In the Middle East I am an important ingredient to a fattuoch salad. My stalks and leaves can be marinated in vinegar, blended into mayonnaise, or chopped into omelets. I am a good source of potassium, magnesium, and Vitamin A. I also supply Vitamin C, Calcium, and Iron. I contain mucilages and antioxidants. As a pharmafood I make a good diuretic, intestinal cleaner, and emollient.

**Last Quiz Answer: Fig**