

TESTA PRODUCE Market Report

Outlook for the Week of
**September 6,
2011**



Market Report

My suggestion last week to have New Yorkers come to Chicago to get away from the bad weather has not changed, but now we want to include everybody in New Orleans, and for that matter, all of Louisiana and any other southern states that need a break. Chicago will help you feel better, and we have super friendly muggers and gang bangers so don't worry, you will still get that 'Big City Feel.' We can accommodate at least 10-20 thousand people regularly so come on in and let's get this party started.

Local produce is still going strong; some things are ending with certain growers. Zucchini and Yellow Squash have stopped at Todd Greiner Farms but will still be around elsewhere. Corn is ending there also, but this too will be still around for a while. We did get Organic Seedless Watermelon and we will be giving those out next week. We also got some Local Amish Heirloom Tomatoes and we will have plenty of Heirlooms from our other grower by Friday, so they are on our sale sheet this week. We will see how it goes and we may keep them there for a few weeks.

Things are very tight in Apple land. Certain sizes and varieties are non-existent. Growers are coming up super short on product and we may have to wait till fall harvest to get certain Apples in the right

sizes for your customers. This has not happened for a long time and most growers are saying it's because of super high demand this year for Apples, and the schools taking more product because of the extra money they got from the government this year. This is all a good thing but the tight market did drive up prices to high levels- that's the bad part. You also saw more #2 product than ever before because of the high prices.

Grapes are getting better but growers are changing areas again, so we will wait and see how new product looks. Oranges are going to switch to Navels soon, so watch and see how soon they start.

Lemons are higher, that happens every year at this time. Pears are done on D'Anjou but Bartletts and Bosc are still going. Peaches, Plums, Nectarines, and some Apricots are still around and excellent quality. Cherries are done according to all growers. Grapefruit are still available and quality is not bad.

Avocados are all over the board for the month of August- It is usually the most volatile and confusing month of the Avocado season. California harvest is winding down and 95% is shipped. Mexico is increasing just a bit this week and will slowly increase over the next couple of weeks. We will see increasing supplies from Chile in the next 2-3 weeks and more supplies from Peru will enter the market, so it's going to be a wild ride this month.

Market Report, Cont'd...

Beans are down but Wax are still tight. Cucos are steady, Eggplant is higher, Celery, Broccoli, and Cauliflower are all steady. Carrots are cheaper and Leaf Lettuce and Green Onions are higher.

Head Lettuce is steady. Potatoes are steady but high priced for now. Green Peppers are steady and cheap. Red Peppers are much higher and supplies are tighter. Yellow Peppers are much higher also. Zucchini and Yellow Squash are steady.

Strawberries are a big issue for the next month or so. Most growers are predicting a quality issue because the fields are getting tired. Smaller Berries, more bruising, less shelf life are all going to be part of the Strawberry deal over the next few months. And even when new fields come in, it will take weeks to get good product. So don't overload, you will have quality issues- keep supplies low.

Raspberries are going back up, Blues are switching to 6oz, and Blackberries are steady. We also have Organic Strawberries and Raspberries if you need. Most of the high prices are because of weather issues but some are not. Some are based on greed and we all know greed is good, according to Michael Douglass in the movie Wall Street, but in produce, greed means much higher prices and always at the wrong times.



Follow us on:
Facebook: Testa Produce, Inc.
Twitter: @testaproducecinc

Sale Items

Basil, Pound \$6.50	Testa Item # 3050
Cantaloupe, Case 12ct \$13.95	Testa Item # 5056
Cantaloupe, Case 15ct \$13.95	Testa Item # 5057
Pineapple, 8ct \$18.95	Testa Item # 31603
Peaches, Vol Pack \$18.95	Testa Item # 31328
Tomatoes Mix Heirloom, case \$28.00	Testa Item # 2459

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

Produce Quiz

It's great to be hot, but it is better to be the hottest. We are the latter. On the banks of the Brahmaputra River I reside, fresh and crinkly, ready to be challenged. Soon I will be in every roadside market in Assam's regional Capital Guwhati, stacked next to potatoes, carrots and eggplants. Notoriety has already been achieved when we were developed as weapons but since 2007 the global demand for our hotness has seriously outweighed our ability to be produced. So people come from all over the planet to see if they can get a handle on us. Most fail after one bite but Anandita Tamuly ate 60 of us in less than two minutes, so we are humbled. Aside from weaponry and ego destruction, we have been rubbed in eyes, rubbed on skin like a lotion, and been the rock star ingredient in many a sauce. Like anyone who spends their life as a hottie, we have to be a bit shy. So we start off safe, looking for the change in your eyes. In fact, if you swallow us whole, the experience is moot and Wilbur's count means nothing. Even when you chomp us open (if you dare) we start with a mild, even sweet flavor. Then it begins; the swelling of the skin, the sweat from every pore, the eyes popping from the head like telescopes followed by massive pointing and the inability to speak. Silence, panting, pain, inability to speak, a living human ghost. We win.

Last Quiz Answer: Purslane

Do you have a Smart Phone? Download the free QR Code Reader App and link directly to our website! TRY IT!

