

TESTA PRODUCE Market Report

Outlook for the Week of
**September 13,
2011**



Market Report

How many of you have eaten Twinkies? Don't lie, I know a lot of you have had them. I had one the other day and it's been years since I had one. I was immediately told by several of my staff how bad it was for me and after reading the list of ingredients, I agree. If you eat enough of them you will not need a funeral home- Based on the amount of chemicals in Twinkies your body will never decay. As a matter of fact, eat enough and you may never age, of course for some men and women this would not be good because you need to look older so you can become wise beyond your years, and not ugly like you look now. Back to Twinkies, one of my staff told me that they used to suck out all the filling first and then eat the cake. I told them they wasted their talent on Twinkies and should have saved that talent for Cannolis and sex. If you think Twinkies are bad, what about those cup cakes with the chocolate frosting in same vending machine. I wonder if those are bad also (Nah!).

If you like Watermelon, this week is your week! We will run a special for everyone: Local, Organic Seeded Watermelon for \$3.95 per melon! That's as cheap as it's going to get. Remember its Seeded, but there aren't that many seeds in them. Years ago, before the popularity of Seedless Watermelon started, all you could get was Seeded product. Now, Seedless is the most popular Watermelon but not always the best tasting Watermelon. So if you can live with a few seeds, try some and save some money also.

Heirloom Tomatoes have also hit the sale sheet and we are loaded with great product from two high-end shippers and priced to sell. So put Heirlooms on the menu or spe-

cial, and go to town. You will not be disappointed. Great flavor and color.

Local Corn is finishing up, mostly Yellow, but quality is excellent and flavor is great. Beans are stronger. Asparagus is higher because of freight rates going up on Peru air shipments. Boat shipments will be arriving soon and when that happens price will drop quickly. The quality difference between boat Asparagus and air shipments is night and day, but prices are also different. If you are a buyer, you cannot always tell what shipment is air or boat because the grower does not always tell you.

Regular Broccoli is down but Crowns are higher. Cucs are steady, Eggplant is higher, Green Onions are steady, Red and Green Cabbage is steady, Brussel Sprouts are still super high priced, and Fennel is steady. Broccolini is steady and makes a great change of pace for a side dish. Peppers are steady but high. Both Red and Yellow Onions are steady and White Onions are available and price is down. Also, Knob Onions are around so if you are an Onion lover, jump in! Potatoes are changing but prices have not changed yet. Local production from Wisconsin and Illinois has started so Bee Potato prices and A Red prices are down. Sized Potatoes from Illinois are coming but sizing needs to get a little better. Prices are cheaper than Idaho but quality is not there yet. Kennebec Potatoes are back but they are a new crop so they take a little drying out for one or two days at room temperature in order to fry up correctly, if you are using them for fries or chips.

Pomegranates are back if your interested, but they are not cheap. Prices are in the forties. Candy Striped Figs are also available but pre-order is necessary for those. Regular Figs are also available and price is reasonable.

Market Report, Cont'd...

Lettuce prices are steady and Romaine is much stronger out west but steady locally. Leaf Lettuce, both Red and Green, are steady. Mesclun and Boston Lettuce are steady. Hydro Bibb Lettuce is looking excellent and is available all year at a very steady price.

If you use Nappa Lettuce you and I experienced a big problem last week and that was gnats and bugs in the Nappa leaves. According to my growers when the fields are hot the surrounding hills and land acts as a magnet for critters and they go and infect the crops and that is what happened. Our grower said he didn't charge us for the protein. I told him I wouldn't order from him until I was assured he didn't have a problem; it should be cleared up by next week. Just so you know, its not uncommon for bugs to stick on Lettuce, Broc, Cauliflower, and other row crops. It's just that time of year when it happens. Wash all leaf products and inspect them before serving them, its just good business to do so.

Tomatoes are steady but high. Large size Tomatoes have been super tough to get. There was a gap in production but after this week we should be OK- we will wait and see how it goes. We are expecting a large shipment of 4x4 as well as Heirlooms.

Grape Tomatoes and Cherry Tomatoes all of a sudden got Red Hot- we haven't seen that for a while. Yellow Grape Tomatoes and Teardrops are down again this week. Baby Veggies are all over the board, prices are steady but quality is the issue.

Strawberries are still a big problem and it all boils down to quality. One day they look beautiful and the next they look beat up- Very similar to yours truly after a rough day on the golf course. Only when I go home I can spruce myself up with a shower and a nap – you can't do that with a Strawberry. Blackberries are getting better, new fields are coming on line. Blues are still a little tough but we have new crops from Oregon coming and quality looks great. Raspberries are holding their own and they also look excellent.

California hand fruit is now going to start to switch to Plums as the major hand fruit of choice- Pluots in particular, they are going to be excellent as they ripen up. Oranges will start to switch to Navels in a few weeks but we have to see how the fields are doing for sure. Apples are still a huge problem. Most growers are

still not ready with product yet, and lots of varieties are out of stock for the first time in years, or the size you want isn't happening- This is another first.

Fall items are right around the corner and we will have our fall list out shortly. Until then, if you need something, ask your sales person and we will do our best to get it for you.



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Sale Items

Basil, Pound \$6.50

Pineapple, Costa Rican 8ct \$16.95

Tomatoes Mix Heirloom, case \$24.00

Watermelon, Seeded Local Organic each \$3.95

Testa Item # 3050

Testa Item # 31603

Testa Item # 2459

Testa Item # 70026

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

Produce Quiz

I don't have to tell you a thing, I'm too cool and both you and I know it. But just for fun I will give you some hints, after all it's a quiz. George Washington may not have lied about me, but that is only half the story. I have been 25 years in development and people will invest fortunes to have the opportunity to grow me. Even then it will be a good five years before you even get a sample of how cool I am. In the world of fruit I am as exciting as the release of the iphone, or better yet the color TV. If all goes well, I will have an extended harvest period so I can produce more fruit. My size is still in question, but even if I am too small for what consumers are used to my flavor is to die for. I will be the ultimate fruit. Ironically I was developed near silicon valley but I'm greater than any chip. Once I get started I won't stop. We will continue to combine until we dominate and that will be easy because there are so many choices from both sides. I am the natural evolution but will remain at the top of the chain. It really won't get better than me. Taste will no longer be subjective. You have read about recently but those New York papers don't know the half of it. Our only hope is that we end up in field where our DNA Soon we will let you know where we are growing and we are certain there will be progress reports. That will only be round one. Within a decade we will be dominant and change the way people enjoy fruit. Go ahead, Google that! We're there but you will have to know us by name too look us up. If you have the name, then there is nothing to look up. Happy anticipation.

Last Quiz Answer: Bhut Joloka