

TESTA PRODUCE Market Report

Outlook for the Week of

**October 11,
2011**



Market Report

We lost an American icon last week, Steve Jobs, co-founder of Apple. He had an estimated net worth of 6-7 billion dollars. With all the money and information in the world, he still couldn't stop the cancer that killed him. My grandmother told me when I was very young: 'you're rich beyond your wildest dreams if you have your health.' My grandmother was a very smart lady. I know first hand how important an immediate family member's health can affect your life. It never leaves your mind and has an effect on your daily life and routine. You don't think in years down the road anymore and you don't plan stuff for when you're going to retire. You're happy to see them everyday and hope God keeps them with you forever, but you know that's not the case. I have always believed there will be a better life after this one and I am so blessed by everything that I have received, but none more important than the love of my life- who will always be the most important thing in my life forever.

If you like Strawberries, you might want to reconsider your fruit for next week. Most of the growers of Strawberries in California are having a major crisis because of weather and quality of fruit. The rain that hit the growing area has made

growers fields bare and they are waiting till later in the season for new a crop of Berries. The new Oxnard area is not quite ready yet and yields are low. We won't see a big supply jump till Florida starts and that is a good month away; So the price of Berries is going up, quality is going down, and supply is tight- sounds like a produce item. Blueberries are still tight, Blackberries are starting to increase in volume, and Raspberries are tight also. So on the Berry front, not a great outlook.

If you like Baby Veggies, you also have had some issues. Things like supply gaps, too small or too large sizes, decay, and short shelf life. Most of that was caused by bad weather in South America but some of the California product was not much better, so buy as you need. French Beans from Guatemala were spotty and tough, quality was better on the West Coast but they cant load trucks till October 30, so that will cause problems.

The fall is the best time for me, I love the colors and the weather is usually great- except for last Sunday when it was 37 degrees at dawn and I am trying to play golf. The cold affected my 12-year-old son more, who after 2 holes told me he couldn't feel his hands. I told him if he would

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have listened to his mother who said 'its going to be cold dress warm,' he wouldn't be cold; playing in shorts and a light coat wasn't going to make it- but that's kids for you. And no, he did not beat his dad.

Fall is soup time and all the hearty veggies are available to make your soup the best. Turnips, Greens, Squash, Beets, Herbs, and a few kitchen sinks to throw in are all available. I know everyone has a great recipe for chicken soup, if you want to share, I will make it worth your while. Send us your recipe, Courtney will make them all, and the winner chosen by Testa staff will get two tickets to a Bulls or Blackhawks game. The contest is open to all customers but we will limit the number of entrees to 25 so the faster you send your recipe, the better the chance you have to win. Good Luck!

The Lettuce market is pretty quiet right now but we all know that could change. Romine, Head lettuce, Leaf Lettuce, and Boston Lettuce are all in good shape and prices are steady. Broc is steady, Cauliflower is down, Celery is steady, Brussel Sprouts are down, Green Onions are falling, and both Spanish and Red Onions are steady. Box Potatoes are falling fast and so are Red Potatoes, which is a nice thing for the fall.

Yellow Squash and Zucchini are both down but Corn is much higher for next week- all of Illinois is done. Corn is now switching to Georgia and Florida. The Tomato market is stronger, that usually happens as local guys finish for the season; a couple of cold nights and say goodbye to local Tomatoes, and for that matter most of the local crops also.

Heirloom Tomatoes are going strong still, California growers are still promoting them and we still have good supplies. Heirloom Cherry

Tomatoes were terrific; if you didn't try these, they were outstanding. We do have some left at a cheaper price if you need.

Where are my Sale Items?

They have been RELOCATED!
Now, you can find them on Facebook, Twitter, and on our Website. Make sure to check those out to get the hottest deals for this week!

Produce Quiz

I am the yellow/orange fruit of the Eriobotrya japonica evergreen tree from the orient. Because I am not confined to a tropical climate my coming out party is the first of all spring fruits and my departure is first as well. I am pear shaped and three inches long. If you judged by my looks, I would be similar to an apricot yet I impart an almond flavor when used in jellies and jams. My flesh is pale yellow and I have a mild tart but sweet flavor. I have one to three large seeds in my center. Keep me away from bruisers as they would have a field day with my tender delicate body. I don't travel really well but when pushed, I'll go. I am cleanest closer to home. Originating in China I am also grown n Japan, India, South America and the United States. I am often poached in syrup used in chicken and duck dishes, fruit salads, dried or canned. I can also be eaten out of hand. I am an excellent source of vitamin A and low in calories.

Last Quiz Answer: Pomegranate

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