

TESTA PRODUCE Market Report

Outlook for the Week of

**October 24,
2011**



Market Report

The fall season is upon us. The leaves are turning colors, the temperatures are falling, and menus are starting to feature soups and Squashes: Acorn, Butternut, Spaghetti, Delicata, and Dumpling to name a few. Myself, I prefer soup over Squash- but that is a personal choice. I am sure most people would be split down the middle on which one they like best. Either way, fall is a great time of year. By the way, it's my favorite time to play golf; although all the leaves make it harder to find your ball, it's still a great time of the year. The summer fruit selection pretty much ends right now but Plums will go for a month or so. Citrus is what you should be looking at for hand fruit, along with Apples and Pears- those will be your best choices. Also, Grapes at this time of year are the best; there are lots of cool things available that are way better than your usual stuff. Italian variety Grapes are around and Black Seedless are always a fall favorite- they look so much better on a fruit plate and usually are sweeter. Concord Grapes are still around, and Champagnes are still around but not for a long time. Huge Globes are available but they have seeds, so most places don't want to use them because they are worried about people choking or breaking teeth-which really doesn't happen, but it's a concern. What you can do with Globes

is decorate tables, and if you're really talented you can cook with them if you remove the seeds- its not as hard as it sounds. Most Globe seeds are bigger so they easily come out. I know too much work, but Globes can be super flavorful so don't discount them all. Europeans eat a lot of Globes and seed-in grapes still today, especially in Italy.

A couple of items are moving up: Romaine is going up and so are Romaine Hearts. Broc is tending up and Cauliflower is the same way. Brussel Sprouts are coming down, Celery is down, Asparagus is steady, Cucs are going up, and Beans are still high. Peppers are higher on Green, the same on Red, and a little higher on Yellow. Poblano Peppers are the same but Red Fingers are higher.

Eggplant is steady but sizing is a problem. Green and Red Cabbage are steady, Carrots are down again, but Baby Peeled Carrots (5lb bag) are going to have a problem. There is a gap in production, and prices and availability are going to be an issue very shortly. We are told it's because of a crop failure in the growing region. This comes at a very bad time. The holidays are fast approaching and one of the most popular items is Baby Peeled Carrots, so you can see where this is going. Tight supply = higher price = tough

Market Report, Cont'd...

availability = pissed off customer = Testa gets a black eye. Lets start over; we are going to make sure we have enough for everyone and all will be good. End of story.

Baby Veggies have not been up to speed lately. Most suppliers are experiencing short shelf life because growing conditions were not the best in Guatemala- too much rain and not enough sun; so they are giving us product, but mostly to give away to the soup kitchens or dump in the garbage. We will make sure you don't get bad product.

The Onion market is higher next week on both Yellow and Red. White Onions are steady and Pearls are the same. Don't forget you can get White and Red Pearl Onions peeled, ready to go from Christopher Ranch -we stock these items. Also, Peeled Cippolini Onions, Chop Ginger, Chop Garlic in Water and Oil, Peeled Shallots, and of course, Peeled Garlic in a #1 label and #2 label.

We now have back in stock: Heirloom Apples, Pomegranates, Lime Leaves, Fuyu Persimmons, Baby Gala and Baby Fuji Apples, along with Crab Apples and Lady Apples. Dragon Fruit is available and reasonably priced, as well as Coconuts to go with the Dragon Fruit. We also have a new Melon called Rei Melon- it looks like a Canary but is very good, different, and a nice change of pace.

Last week was a tough week with Blue and Blackberries, but this week Blues should not be a problem. Blackberries will also get better but still have an issue or two. Raspberries are getting better but they also had supply problems. Strawberries are getting better but not great; supplies are better but still the Berries have issues with bruising and white shoulders.

Grapefruit is starting up again and quality will keep getting better and better during the season. Oranges are starting to switch to Navels but not all of them just yet. Lemons are higher and Limes are steady, but they are going to go up shortly because of rain in Mexico.

Produce Quiz

Resembling an orange, it is the cellular differences that allow them to say I am not a true citrus as I am a member of the genus Forutnella. The genus is named after Robert Fortune who introduced us Europe in 1846. Native to South-East China I am also grown in the United States and Japan. My golden skin is thin, soft and sweet. My skin is also edible and I am eaten whole even with my dry, sour pulp. I am no more than an inch and a half in diameter with rounded edges. Depending on which cousin you get we vary in juice content, size and flavor. I am such a good palette cleanser that my entire plant would often be placed on the table at fashionable dinner parties between courses. Other than being eaten out of hand I can be seen in oriental salads, sauces, preserved in honey, candied, syruped, marmaladed, or as a garnish. In other words, I get around. I am a good source of vitamin C

Last Quiz Answer: Carob

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