

TESTA PRODUCE Market Report

Outlook for the Week of
**November 14,
2011**



Market Report

I would first like to say how overwhelmed my dad and family were by the sheer number of condolences we received on the death of my mom. I cannot thank you enough for that. It was a very emotional week for me and my family, but the love and respect shown to us from all of our friends made the grief pass much easier. Thank you again.

If you have been paying attention to some of the changes Testa has been making lately, you would be aware of our TestaNatural products- which are all organic with deliveries twice a week. These items are dry goods that are sold in organic grocery stores and food marts. We have partnered up with the major distributor of these products to source over 5,000 items and allow our customers to purchase much smaller amounts than the big minimums required by the local distributor. If you want more info, contact your Sales Rep to get you set up online and you will be ready to go in minutes.

Also, we are partnering up with more local vendors to bring you products you asked for but were having issues getting. We now carry items from Rose's Wheat Free Bakery that are Gluten Free. These items are great for those individuals who cannot eat regular flour items. Rose's Bakery has been providing Gluten-Free product for a while

but would like to expand beyond Evanston. If you are interested in any Gluten Free items, call or contact your Sales Rep for information.

Produce is going up and every year at this time it does. California is transitioning to warmer areas so product gets short in some areas, and in others it's not ready to harvest. Lettuce prices are going up fast, and that's the case on a lot of products, not just Lettuce. Romaine is higher, Boston Lettuce is higher, and Leaf Lettuce is up big time. Broc is up double from last week, Cauliflower will probably hit \$30 by next Friday, Brussel Sprouts reversed and went up, Cucs are higher, and Eggplant is steady.

A note on Romaine Hearts from our California grower: For the week of 11/14 and possibly the week of 11/21, the appearance of Romaine Hearts will be different from what we are used to seeing. The product will be more open (less cupping) and greener. The warmer weather the growing area has been experiencing has led to the crop growing up and out rather than cupping inward. As the weather gets cooler, the cupping will go back to normal.

Now for the big one: Green Beans. Everyone is making Green Bean Casserole and for two years prices have been much higher, but this year prices on Beans look stable. Celery is moving and up is where it will be going shortly. Carrots are steady.

Market Report, Cont'd...

If you are using Carrots in your holiday dishes, the way you cook them can make a difference in what kind you use. Jumbo Carrots are great for Carrot Sticks, Shredded, and Large size Coins; but some Jumbo Carrots tend to be woody in texture. Bunch Carrots are much better for casseroles and sliced carrots because they are much more tender and have a smaller plate presentation. Baby Peeled Carrots in 1lb bags are good for eating raw but remember there are sometimes nubs on the end of the Carrots and may not have much taste. A 5lb bag of Peeled Baby Carrots with Tops is your best eating Carrot whole. This Carrot is used in almost all high-end restaurants. The absolute best tasting Carrots are Heirloom Baby Carrots but unfortunately they are very, very limited and are super high priced. We do on occasion get these for special order and if you would like to try them when available, email me and I will see when they come in and just send them to you.

Leeks are higher, Rapini is higher, Escarole and Endive are higher, and Watercress had a few problems this week- B&W Brand was short so prices took a jump. B&W Arugula also had a problem with supply, it appears they froze a load last week and product was tight over the weekend. Peppers are heating up: Green are going up, Red are jumping up but its not surprising with the weather problems they were bound to go higher, and Yellow Peppers are also going up, with much tighter supply. Zucchini and Yellow Squash are stronger. Product has started out of Nogales, AZ and quality is much better, but prices are higher.

Citrus supplies are getting tighter as they always do during this time of year. Oranges are switching to Navels, Grapefruit is in full swing, and Lemons are in District 4- which is always higher. Our specialty Citrus will be starting sometime next week depending on when the truck picks up our product. I am shooting for 1 or 2 weeks.

Strawberries continue to be a problem- supplies are super tight, prices are higher, and weather is getting worse in growing areas. We don't expect any change for two weeks. Raspberries are up slightly, Blues are cheap, and Blackberries are cheap. Watermelon is steady on both regular and seedless. Don't forget Lady Apples are back and they make excellent Mini Taffy Apples. Also, Baby Apples, Granny, Gala, and Fuji if you need a little bit larger Apple.

Thanksgiving Poem

Let us give thanks for a bounty of people.

For children who are our second planting, and, though they grow like weeds and the wind too soon blows them away, we ask that they may forgive us our cultivation and remember fondly where their roots are.

Let us give thanks:

For generous friends... with hearts as big as hubbards and smiles as bright as their blossoms; For feisty friends as tart as apples; For continuous friends who, like scallions and cucumbers, keep reminding us that we've had them; For crotchety friends, as sour as rhubarb and as indestructible; For handsome friends, who are as gorgeous as eggplants and as elegant as a row of corn, and the others, as plain as potatoes and so good for you; For funny friends, who are as silly as brussel sprouts and as amusing as Jerusalem artichokes, and serious friends, as complex as cauliflowers and as intricate as onions; For friends as unpretentious as cabbages, as subtle as summer squash, as persistent as parsley, as delightful as dill, as endless as zucchini, and who, like parsnips, can be counted on to see you throughout the winter; For old friends, nodding like sunflowers in the evening-time and young friends coming on as fast as radishes; For loving friends, who wind around us like tendrils and hold us, despite our blights, wilts and witherings; And, finally, for those friends now gone, like gardens past that have been harvested, but who fed us in their times that we might have life thereafter; for all these we give thanks.



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