

TESTA PRODUCE Market Report

Outlook for the Week of
**November 28,
2011**



Market Report

Why in god's name would anyone want to be president of the United States? You are constantly under intense scrutiny, everything you say, do, or even think about saying or doing is put through intense scrutiny. The president doesn't thank God in a speech on Thanksgiving, but he wrote in another speech a few days earlier thanking God for everything, but he left it out of another speech. Did he start a war? Insult some religious figure? Did he pepper spray shoppers to get a Play Station? Are we going to stay up all night and worry that God is going to get pissed off because the president didn't thank him on time? What the hell is the media doing to every politician out there. This 24/7 reporting and sensitizing of every news story is getting way out of hand. God forbid they spend as much time reporting good stuff as they do trying to screw everybody and their brother. At some point, they need to chill. Like I said, who the hell wants to be president?

The holidays are just getting started and some holiday favorites are gearing up. Clementines are back, Tangerines are in also, Brussel Sprouts are steady, Broc is going down, Cauliflower is also falling fast, and Sweet Potatoes are steady (by the way, my recipe was great at Thanksgiving). Cranberries are still plentiful and don't worry about over buying Cranberries, they freeze really well.

Celery and Carrots are still a good deal. Potatoes are steady on all sizes, Red B's are a touch higher, Yukon Golds are higher, and Kennebec are steady.

Asparagus has held steady which is good news for all you Asparagus lovers out there. Most sizes are all available and White Asparagus is also available. Cucs are steady, Beans are still steady, and we only see a slight increase in the price this week. Wax Beans are still tight, Eggplant is higher, Green Onions are higher, Green Leaf and Red Leaf are down a few dollars, and Romaine is down also. Head Lettuce is steady and Boston Lettuce is down on both Hydro and Conventional. Broccolini is steady and this is one that makes a nice change for the holidays. Rapini can also be a good holiday choice if you want to keep the Italian theme going because we all know everyone wants to be Italian at some point in their life. Mixing it up with Peppers is not a bad holiday idea. Peppers are steady right now on Red, Green, and Yellow so a side dish served with just Peppers is not a bad idea. Remember you have Veggie Sweet Peppers also, which you can stuff. You can also stuff Banana, Shishito, Jalapeno, Poblano, and small Green Peppers to make a great combo for a side dish.

Holidays are all about food and trying something different. Now if you are having your new in-laws

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over for the first time, something different is not an option, go with your best dish and try to keep it simple- or if you flop, you're labeled a lousy cook and if your mother-in-law thinks you're a lousy cook, that's it, you cant come to the holiday parties anymore.

If you are a dessert person, there is no better time than the holidays for you. The holidays are for me- the Grand Slam of desserts. You get all the best stuff and it's usually free. How much better do you want it. Always remember it's the holidays, January you can go back to your regular work out routine, but till then.. party, party!

Strawberries are great quality and prices are also down. Blackberries are super cheap, Blues are OK as well, and Raspberries are steady and down in price. At Thanksgiving I just put a bowl of mixed Berries on the table and it was gone in sixty seconds. No sugar, no cake, just Berries – and they were great. Don't forget Grapefruit, its that time and Grapefruit is awesome right now. Kumquats are in and if you are a person who knows how to candy Kumquats, you are a wanted person- if you don't know how to candy Kumquats, check out the web. You will find recipes for all kinds of ways to do it. Grapes are super good right now so take advantage and try some different ones. Black, Seedless, and Muscat Grapes come to mind- So give them a shot. If you need gift boxes for the holidays, call your sales person. We are offering several different ones so check it out.

As a final note our sincere condolences to the Daley family on the loss of Mrs. Daley. Losing a wife and mom is very difficult and we pray they will be comforted by all the fond memories of a wonderful woman. God bless them and keep them in our prayers from all of us at Testa Produce.

Who Eats the Turkey First

As America continues to show its loyalty and patriotism the influence of who goes first becomes more important. While nowhere is this more evident than in the States' shuffling of primary dates, there is rumor of now taking this to a new level. We have heard that many States are now reconsidering the dates and celebrations for holidays. Here is some of what we have heard in the grapevine:

Florida is looking at making Thanksgiving August 8th. This would increase visitors in a slow period, allow the families to travel over the summer when school is out, and create additional revenue. An east coast 'Turkey Train' is being discussed.

Michigan is interested in backing up Thanksgiving about six weeks to celebrate the bog harvest of cranberries and the new automobiles from Detroit. Auto insiders have indicated that the big three are working together to produce turkeys who drive, so the dinner can drive to its destination. This would open new doors for both marketing, distribution, and the carbon footprint folks.

New York is considering Thanksgiving in mid-September to coincide with the new theatre season. Then opera and theatre could pursue the poultry genre that has been obviously long overlooked. This would also allow the use of late summer fruits and vegetables that many growers can not find homes for.

California, not to be out done, is researching a "floating" Thanksgiving. This would be a Thanksgiving that would be applied for and distributed as needed. They feel it would increase their diversity, and are looking for Federal Funding. Agriculture likes the idea of the "float" because they can have one wherever their crop is either overabundant or inferior quality, or both. Of course you would also have to apply for the Medical Thanksgiving Card to legally enjoy the holiday.

Rhode Island might be looking into the possibility of selling their Thanksgiving to Canada. This would be a boon for the transportation industry as the entire state would (for a fee) relocate north for the entire 4 day celebration. To bring a United States tradition to other countries is the best way for our neighbors to understand us and Rhode Island has hired feasibility consultants to study this. Continental coverage is likely.

With all States jockeying for a position on their position, turkey's up in arms, banks scratching their giblets, and Wall Street strutting its stuff, this might actually be the last Thanksgiving we all enjoy together. So from us and ours to you and yours wishing you a safe, happy and healthy Thanksgiving weekend. Along with the amazing harvest many of us will enjoy, let's also be thankful that there is still one thing we can all enjoy doing together

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