

TESTA PRODUCE Market Report

Outlook for the Week of
**December 25,
2011**



Market Report

It's Christmas Eve, and I am still looking for that special gift for my wife and can't seem to think of what it should be. I'll probably just go to the Mall and wait for divine intervention, which, if it doesn't happen by 1pm today, will be a problem. I love Christmas personally, but for my business, it's the worst holiday of the year. 40% of my customers are either closed or shut down for this week and next, so you can imagine what that does to my bottom line. It's a good thing it's the holiday or I would have to commit Hari Kari after I see my sales numbers. Of course it could always be worse - I could be in home sales - another mine field business.

The week before New Year's does not bring much change to prices, but we do see some changes this week. Asparagus is going down, Cucus are steady, Celery is steady, Broc is down, Crowns are down, Carrots are higher, Cabbage is higher on Red and Green is the same, Beets & Parsnips are the same.

Radishes are higher; Cilantro, Curly Parsley and Italian Parsley are all the same. Mustard Greens, Collard Greens, & Turnip Greens are all the same. Red Swiss Chard is higher. Green is stable and Mixed is steady. Flowering Kale is steady, regular Kale is higher, Pickles are higher. Eggplant is up, Japanese Eggplant is tight, Chinese Eggplant is steady, Green Beans are higher, Wax Beans are tight. Cello Spinach is steady, Salad Spinach is cheaper. Corn is higher. Dill, Escarole, and Endive are all the same.

The Pepper Market is still very unstable - Red Peppers are very expensive, Yellow are right behind them. Green are steady. Most of the problem with Peppers has to do with supply, which has been very tight for weeks.

Head Lettuce is down, Romaine is down, Romaine Hearts are down, Brussel Sprouts are still high priced. Boston is steady, Green & Red Leaf are down. Green Onions are tighter.

Strawberries are switching to Florida and quality is much better. Prices are also cheaper. Raspberries are steady, Blackberries are good, Blues are excellent.

Blood Oranges are in, and will get better by the week. Clementines are excellent, cheap, and easy to peel. You can't go wrong with those for hand fruit. Satsuma Mandarins are also outstanding along with Organic Valencias, but a lot higher priced than conventional. Grapes are all over the board but prices are starting to come down. No Black Seedless for a week or two. Honeydews are going up, Cantaloupe are still high, Crenshaws from Del Cabo are available, but not a lot of product is available. Watermelons are higher on both seedless & seeded. As you probably guessed, Limes are much higher. Surprise! Let's see, can you say New Year's Eve? Cocktails & Drunk people - a great combination for lime growers. If they don't make money this week, give up, baby.

Lemons are steady, Apples are going strong - don't forget the Heirloom Apples. Best tasting Apples you will eat. Oranges are getting better, Pears are in great shape, also Baby Apples & Seckel Pears are available. Lots of specialty veggies & fruits are available, so call your sales rep if you need ideas or just check out our Specialty List Tuesday or Wednesday.

Merry Christmas & Happy New Year from Everyone at Testa Produce.