

TESTA PRODUCE Market Report

Outlook for the Week of
November 24, 2014



EcoLogic Solutions
clean without compromise



TESTA SPECIAL

Everyone wants to know what's up with strawberries and why they are so sparse. Let's start with the concept of supply and demand. If there are 100 items available, and people want 1000 items, the demand is high and price increases.

Do you remember the quote "If you build it, they will come?" The Holiday season is full of parties and recipes that require strawberries, creating a greater demand. (It is hard to make chocolate covered raspberries look like strawberries!)

Our next concern is the recent weather. The current major berry growing areas, have experienced very light production along with much rain. Both factors keep strawberry supplies very light. I predict going into December that production will be hit or miss, however the snowy weather in the East is helping. Also Florida is starting their production, and if it is good, that will help as well.

So it is not the best time for berries and don't be surprised to see issues with other berries. Number one on my list would be Raspberries also having strong demand so be aware prices skyrocket as we approach the Christmas holiday.

Produce Quiz

I am I am famous for playing hard to get, but I have gotten a little easier recently. The few that are graced with my presence find me on small tropical trees in Vietnam, Thailand, Cambodia, Sri Lanka, the Philippines, as well as Hawaii. I am the reigning queen in the Guttiferaceae family and you must refer to me as the "Queen of the Tropical Fruits." I grow at my own leisurely pace, and although it's usually in a timely fashion, I won't be hurried. I am difficult to propagate and will easily get persnickety. My thick, vibrant skin is simply stunning. While I might share the same purplish red skin color as a pomegranate, please, give me a break, I am significantly more beautiful both inside and out. My insides are segmented into adorable pulpy white/ivory sections. My pulp is sensually delicate, yet powerfully sweet and juicy. My amazing exotic flavor has been described as a mixture of pineapples, apricots, oranges, and grapes. One taste will bring you to your knees as I melt in your mouth. If you must, I can be pureed as a topping, used for ice creams or sorbet, or tossed in a fruit salad, but if it's my essence your after (and who isn't?) all you need do is spoon me right out of my skin. I think the Indonesians have it best because that is where I am most abundant. Can you believe they actually use me in recipes for pickles and vinegar? Such a waste! If you're like me and blessed with a fabulous sense of fashion, I'm probably on your shoes, wallet, or gloves as the tannins from my skin are used as a dye. I contain potassium and vitamin C and just for fun, I threw in some iron and niacin. I have no religious affiliations, sound like a fruit I am not, and if found on mainland USA I would most likely be radiant.

Last Quiz Answer: RASPBERRY

Just in time for Thanksgiving!



#71053 Mixed Medley Cherry Tomatoes
10/12oz cs \$19.00



#76445 Masquerade Potatoes
50# bag \$75.00

#76446 Masquerade Potatoes
1# bag \$ 3.00

#5033	Cabbage, Chopped plain 1/4"	4/5# cs
#52763	Carrots, Krinkle Cut	2/5# cs
#63675	Ginger, Peeled	5# cs
#23353	Lemon wedge	8 pc/5# cs
#65389	Lettuce, Italian Puntarelle	6ct cs
#66713	Radish, Daikon shredded	5# cs
#66869	Potato, sweet sliced 1/8"	25# cs
#69088	Squash Acorn diced 1/2"	2/5# cs
#65658	Squash, Zucchini diced 1/2"	2/5# cs

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Specialty Produce - Growing in Chicago

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