

# TESTA PRODUCE Market Report

Outlook for the Week of  
**January 30,  
2012**



## Market Report

If anybody forgot, last year at this time Chicago was in the middle of one of the worst winter blizzards in history. This year things have been a lot different. We can say we have scored most of the winter so far, and it's already February. What I am concerned about is pay back from Mother Nature. You know of course she is going to get even at some point and it's going to be some week we least expect it. The weather guys will say we have a 30% chance of snow and we will get hit with 10+ inches of snow and 40+ mph winds at the same time. Of course there will be dozens of reasons why we missed the right forecast but in the end Mother Nature will have the last laugh, and I'll bet the farm. Speaking of bets, how about that nut job betting 5 million dollars on the Super Bowl! Obviously he has way too much money, and if he would like a charity to donate to Testa Produce could qualify for that tomorrow. I just hope for a close game; and hope that the numbers I picked, at least one quarter, I win something.

The good news for next week is the price of Zucchini and Yellow Squash is coming down and the bad news is the price of Melons is going up, but not for long. Beans are coming down also, Cucos are also down, Broc is down, Cauliflower is down, Celery is going down, Brussel Sprouts are down, and Carrots are down. Now for Peppers: the bottom fell out of Peppers, all Peppers; the market dropped so fast on Peppers nobody had a chance to say goodbye to high prices. Green Cabbage and Red Cabbage are steady and Spinach is steady on all products: Cello, loose, and Salad Spinach.

Tomatillos are higher and are going to stay there for a while. Jalapenos are steady, Sugar Snaps are steady, and Pea Pods are steady. Asparagus took a sharp turn downward; prices fell very quickly which is not good for growers. When prices fall or rise quickly, growers have a tendency to panic and either hold back or dump product, which causes all kinds of problems with prices. You don't know whether to buy or wait and that indecision can cause a loss on product your selling because you didn't buy when it was cheap. Markets are turning around so fast you cannot keep up with how quickly the prices can change. This is the major reason why sometimes contracts are good but the same fast changing markets can kill a contract.

Artichokes are very expensive and all sizes are affected. Mesclun is steady, Head Lettuce is down, Romaine is steady, Leaf Lettuce is higher, Boston Lettuce is steady, Romaine Hearts are steady, and Eggplant is down. Collard, Mustard, and Turnip Greens are all steady but Kale is still high priced.

The Strawberry market is down next week on all Berries. Raspberries are still expensive, Blackberries are steady, and Blues are still down and a good deal. Clementines are steady and excellent for hand fruit. Apples and Pears are plentiful with lots of different varieties and sizes to choose from.

Navel Oranges are in full swing and flavor is excellent. Tangerines are also available. Grapefruit is terrific this time of year and don't forget Grapefruit makes an excellent sorbet. Grapes are a little challenging because of all the different qualities and grades that are avail-

## Market Report, Cont'd...

able. Lemons are steady and quality has been excellent. Limes are down on all sizes. We have Organic Valencia Oranges and several different Organic Citrus items; if you are interested, check out the weekly Organic list for product and size. Rhubarb has started back up again but it is pricey.

Watermelon Radishes are available and Sunchokes are in. Long Beans are still very high priced and Celery Root is still available. Mexican Papaya and Hawaiian Papaya are available. Plenty of specialty products are available; Check out our list and make sure you see the hot sheet- we have super cheap deals on selected products.

### Don't miss these hot new items that are just getting started:

Baby Romanesco  
Red Fresno Chile  
Baby Green Summer Squash  
Baby Yellow Sunburst Squash  
Baby Green Zucchini Squash  
French Beans (Haricots Verts)  
Fresh Garbanzo Beans  
Babaco  
White Asparagus  
Hot House Rhubarb  
Heirloom Tomatoes  
Golden Grape and Mixed Medley Tomatoes  
Pomegranates  
Maui Onions (2 day notice)  
Sharon Persimmons  
Sapote  
20th Century Japanese Pears  
Red Cactus Pears  
Baby Brussel Sprouts: Green, Purple & Mixed (2 day notice)  
Meyer Lemons  
Seedless Lemons  
Cara Cara Oranges  
Pummelo  
Cocktail Grapefruit  
Red Currants (2 day notice)  
Green Gooseberries  
Cherimoya  
Baby Apples: Red Delicious, Gala, Fuji & Granny Smith  
Guava

Sunchokes

**Call us today to place your order.**

## Produce Quiz

Abram Akane Akero Almata Arthur Ashmead's Kernel Aunt Rachel Beacon Fenton Belle do Boskoop Benham Benoni Betsy Deaton Bevan's Favorite Bietigheimer Black Amish Booth's Brogden Buckingham Buff Bullet Buncombe Burgundy Calville Blanc Calvin Carpentin Carter's Blue Cathead Champlain Chandler Cheese Chenango Cherryville Black Chesapeake Chesney Chimney Coppertone Cornish Gilliflower Cotton Sweet Court Pendu Plat Cranberry Crow Egg Cullasaga Dad Davey Deaderick Devine Devonshire Quarrendon Disharoon Dr. Matthews Duchess of Oldenburg Earliblaze Earwin Baur Edward VII Enos Fallawater Tulpehocken Fanny Fireside Flat Fall Cheese Fortune Foust Franklin Fukunishiki Further Gano Geneva Early Gloria Mundi Gragg Gray Stark Haas Hackworth Haraison Harvey Hawaii Hawley Henry Clay Hidden Rose Higdod Hightop Sweet Hog Sweet Hogpen Holiday Holland Hollow Log Holstein Hoover Horse Hunge Huntsman Hyde King Ingrid Marie James Grieve Jarrett Jefferies July-Aug. Go No Kandil Sinap Kent Keswick Codlin Kinnaird's Choice Knobbed Russet Lacy Lodi Lowell Lowland Raspberry Lowry Lubsk Queen Magnum Bonum Mahogany Mann Margaret Margil Mary McKinney Mattamuskeet McLellan Milam Minnesota 714 Mio Mother Mountain Mrs. Bryan Muskmelon Sweet Muster Norfolk Beefing Notley Pea No. 1 Ohio Nonpareil Oliver Ophir Ortleigh Ozark Gold Parmar Peck's Pleasant Pewaukee Pilot Polly Eades Priestly Prima Primate Priscilla Pumpkin Sweet Puritan Quinte Rainbow Ralls Janet Ramsdell Rebel Red Horse Republican Reverend Morgan Rusty Coat Saint Edmund's Salome Sam Young Crofton Schell Seek-No-Further Sekai Ichi Sheepnose Signe Tillisch Sinta Smoky Mt. Somerset of Maine Sops of Wine Sparger Spencer Stearns Stump Summer Rambo Surprise Swayzie Tar Button Tenderskin Terry Winter Tioga Tohoku Viking Vine Vista Bella Wagener Waltana Watermelon Wealthy White Bausel William's Favorite Willie Sharp Winter Banana Wolf River Yarlinton Mill Yataka Yates Zabergau

### Last Quiz Answer: Currants



Follow us on:

Facebook: Testa Produce, Inc.



Twitter: @testaproducecinc

**Do you have a Smart Phone? Download the free QR Code Reader App and link directly to our Facebook! TRY IT!**

