

TESTA PRODUCE Market Report

Outlook for the Week of

**February 6,
2012**



Market Report

There are not a lot of high prices this week, but one that is completely out of control is Honeydew- yes Honeydews! We have not had a market like this since, well I don't remember when. Prices will be over thirty dollars for all sizes and some sizes will be SO-SO. So if you're a Honeydew lover this week is not your week.

Like I said, most prices are way down. Asparagus fell again and prices are going to be great for Valentines Day; so if you're going to use Asparagus, you will have a cheap market. Same holds true for Baby Veggies and French Beans, they too will also be very reasonable for Valentines Day. Regular Beans will be much higher so stay away from those. Cucs are down. Cabbage is still down but Savory Cabbage is expensive. Green Onions are steady. Brussel Sprouts are still down in price and quality is excellent. Broc is also down on both regular and Crowns. Cauliflower is still down and Colored Cauliflower is steady.

Eggplant is down, but Japanese is still very tough to get and super expensive. The Pepper market fell apart- and I mean fell apart! Green Peppers dropped by 50%, so did Red Peppers, followed by Yellow; so your price for Pepper squares just dropped as well. The Onion market is stuck in the toilet so no worries there for a while.

Box Potatoes are steady and Red Potatoes moved a touch higher this week. Yukon Potatoes are steady and Fingerlings are going good on all varieties. Zucchini and Yellow Squash took a dive this week- the only question will be how much? And for that answer we will wait and see.

The Lettuce Market is stable and prices have stayed in the teens, which is good for everybody. Growers have had very good weather, which is a positive for this time of year. Head Lettuce, Romaine, Leaf, and Boston Lettuce have all been steady. Mesclun is steady as well and Baby Spinach and Baby Arugula are steady also.

Tomatoes are super cheap and all specialty

Market Report, Cont'd...

Tomatoes: Yellow Teardrops, Red Teardrops, Mixed Medley, Heirloom Tomatoes, and Plum Tomatoes - are priced to sell. Regular Tomatoes are also way down in price and definitely a buyers market.

On the Citrus side of things, it's a little of everything right now. We have terrific Organic Citrus and more coming. The regular Navel Oranges are great, Grapefruit is excellent, and Pears are excellent also. Clementines are going strong, Kumquats are back, Asian Pears are very good, but Heirloom Apples are the best. Lemons and Limes are steady.

The Berry market is very reasonable on Strawberries. Raspberries, Blueberries, and Blackberries are all excellent and priced to sell.

The week before Valentines Day and everything looks good -so grab your sweetheart, plan a romantic dinner at your favorite restaurant and enjoy life- because that's why you go out to eat, have fun! Happy Valentines Day!

Produce Quiz

I am never alone. Wanting to be pure and simple my whole life, but it was just not meant to be. I guess my first association was Greek. Then I went wild and since then I have been associated with Italians, Mexicans, golden showy, beautiful, wooly white, and happy hills. While I might be as old as the hills, that flavor won't make you happy unless you want something scentless, tasteless and green. Keep that in your medicine cabinet to make poultices help with your everyday scorpion bites, sore muscles, and hair loss. The Greeks and the Romans discovered me first and I was considered a medicine by many, including Pliny and Dioscorides. Then the colonists brought me to America for their gardens, but I escaped, becoming wild once again. Free in the new land, I searched for good ground. Along the way I meet and fell in love with the tomato, a relationship that has been nurtured ever since. I also flirted a lot with zucchini, and was often the toast of the cucina. Then I met my sister (so they tell me) Marge and the confusion began again. Will it be her green leaves or my white flowers? Coarse rigini from Greece, or dried for a sprinkle? Her sweet oil, or my intense concentrated oil? Did you know it takes 200 pound of my leaves to produce a single pound of my oil? Anyway, no matter what I end up being called, I am essential in pizza, pasta, and many chili powders. I am popular in blossom, in fresh green leaf, or dried. I am often used as a healing tea. My nutrients include calcium, potassium, vitamin A, magnesium, phosphorus, and iron. Don't carry me in a baggie or you'll be suspect.

Last Quiz Answer: Apple



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