

# TESTA PRODUCE Market Report

Outlook for the Week of  
**February 26,  
2012**



## Market Report

I was thinking about living in Chicago and what winter does to the City. I thought why you would want to be anywhere else in the winter? Look at all we get. Drivers who think ice on the road means seeing how far they can slide before hitting something. Truck drivers who think just because I have a big truck, it doesn't slide in the ice and snow. The wind blowing on your chest and making your nipples hard (I am of course referring to men). The wind blowing your hair and giving you that stylist windblown look you pay hundreds of dollars at the salon for but get it free in a blizzard (women). The thrill of shoveling so you don't have to work out and tell your significant other your excuse for the day. Sitting at the airport and watching the planes get deiced and the pilot telling you everything is ok and wondering if he is lying or telling the truth. If you are lucky to have a dog, taking Fido out in the cold, blowing snow and having him poop so you can pick up the hot poop and carrying it around with you the whole time. He runs around and acts all happy because he pooped. When you look at all the plusses we have living in Chicago during the winter, why would you live anywhere else?

I don't know how many of you remember the song "Yes we have no Bananas, we have no Bananas today"? That's all I remember from the song but the Banana situation is not getting any better. We are not out of Banana's but our suppliers are having issues and raising prices. It appears that this situation could go on for awhile. But at this point, I can only go by what the suppliers are saying. The weather needs to improve in the growing regions and supplies need to get better but nobody thinks that is going to happen for many weeks, so we will wait and see.

The market on Beans is a lot stronger. Supplies have tightened up quite a bit. Cucs are steady with not much changing there. Celery is steady also. Carrots are good. Eggplant is also steady. The Pepper market is changing again. Red Peppers are down. Greens are the same. Yellow are a touch higher.

Onions are down again on both Red and Yellow but Whites are still over twenty dollars a bag. Green Onions are the same and Knob Onions are steady also. If you need a good onion for Kabobs, the Knob Onions are great for that. Potatoes are steady on all sizes, colors, and Boxes. But we are hearing that a lot of Potatoes are already gone and towards summer, prices will start to rise as growers start to run out of sizes.

Zucchini and Yellow Squash are both down in the dumps next week. The market is definitely a buyer's market. Tomatoes are still a great buy and next week looks like more of the same. We also have great deals on Yellow Tear-drops and Heirloom Tomatoes along with all sizes, Grapes and Cherry Tomatoes.

Head Lettuce is still down for next week. Romaine is still cheap. Mesculin is steady. Broccoli is down. Crowns are steady. Cauliflower is steady. Red and Green Leaf are the same.

The best Clementine's are now available so get them while you can. Also the T.D.E Mandarins are available and you can't go wrong with either of those two. In ad-

## Market Report, Cont'd...

dition, we have great Pomello's, Cara Cara Oranges, Temple Oranges, Sweet Limes and many more organic and conventional citrus all at great prices. Along with a great line up of Apples and Pears you can't go wrong this season for good hand fruit until the stone fruit starts in the spring. Yellow Watermelon is back and makes a nice addition to your fruit plate.

Strawberries are still having issues with bruising and tenderness and that is a weather related issue that should be gone by the end of the week. California is starting back up so that is where we are starting to source Berries. Raspberries are still high for now. Blackberries are steady and Blues are high but still very good. Lots of cool specialty veggies and fruits are available. Ask your sales rep.

## Produce Quiz

I am the fruit of a small South American tree, Bixia orellana. I reside in a seedpod with a prickly exterior for protection. A pulp that makes for a very popular food dye surrounds me. In the 16th Century, Spaniards were amazed to find I was used by Mexicans to redden their chocolate beverages. American Indians once used me to color their bodies orange red, but today I am used to color cheeses, butter, smoked fish and baked goods. Although I am primarily used for my color, I do provide a slight musky flavor. I am often crushed into a powder and used as a regular condiment in Latin America and India. I am often gently heated in oil or lard simply to provide color and then cooled and stored for later use. Available in a powder, paste or seed form I am an essential ingredient in pibil, a Yucatan dish where I am used to marinate chicken parts providing a glowing color and a pungent flavor. In Southeast Asia, I am essential in the production of ukoy, a shrimp and potato cake. In some cultures I am used as a substitute for saffron. Saffron has much more flavor, but is significantly more expensive. I have no real vitamins or minerals of any value to speak of, but I am definitely a good source of color.

## Last Quiz Answer: COFFEE



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!**