

# TESTA PRODUCE Market Report

Outlook for the Week of  
**March 5, 2012**



## Market Report

We are just 3 weeks away from the start of golf season. In case you didn't know, this is a national holiday and you can call into work and take off. All you have to do is get a permission slip signed by me; and that is not a problem, provided you take me with you to your favorite course. Now I realize that I can't go to everyone's course that day so I came up with a rain check policy. Depending on how many people need permission slips, that's how many rain checks I'll get. So don't delay, ask for those slips right away so I know how to plan my summer.

Things are still in the doldrums as far as produce prices go. Supply is definitely outweighing demand and it doesn't look bad for the near future either. Spring crops are just getting ready to be planted and weather is only going to effect the outcome if it gets really wet or a late cold spell. Now we did have an issue with cold weather hitting Georgia and part of Florida last week—that will affect the early Blueberry crops. The reports are Georgia was more affected

than Florida so they will not have as much product to sell as normal, which will keep the prices on Blues higher than normal during the spring. Beans are still in the high teens, low twenties this week and that is down from where they were. Cucs are still down and quality out of Mexico is very good. Asparagus is not going to get much cheaper than it is right now; this is the bottom of the market so take advantage of next week. Celery is still down as well and excellent quality. Broc and Broc Crowns are still steady and priced right. Cauliflower is still going up; this one is a little tricky right now because volume is low so price is moving up. Growers also had quality issues, which can cause a problem. Eggplant is steady, no big movement on price here. Japanese Eggplant is still high priced. Peppers are all over the board: Green Peppers are going up, Red Peppers are steady, Yellow Peppers are a touch higher. Specialty Peppers are also up and down with Shishito Peppers being the highest.

Green Onions are steady. Zucchini is cheap and a good buy next week. Yellow Squash

### Market Report, Cont'd...

is also a great price. Hard Squash is high, Butternut is over 30, Acorn is close or over 40, and Spaghetti is in the high 20's- so not a good time for Hard Squash. The Tomato Market has been DOA but it is showing sign of life again. Grape Tomatoes are much higher and Vine Ripe Tomatoes are going up also. Plum Tomatoes are starting to go up also. We have had some very good Organic Heirloom Tomatoes and those have been very reasonably priced in the low twenties. Hydro Beefsteaks are also available and nice color too.

Head Lettuce has been steady and quality has been good. Red and Green Leaf are both steady and price has remained steady in the mid teens. Romaine is also steady and under twenty. Mesclun is the same and not much looks like its going to change for the near future. Romaine Hearts are also the same.

The Strawberry market is improving this week- quality of the Berries is getting better. That is because the weather has improved in the growing regions and the Berries are reacting favorably to the change- they are getting redder and better flavor, which is the goal. Raspberries are still staying high priced for now but the weather will help that situation also. Blackberries are running good and supply is back to normal. Blues are switching to pints, but like I said earlier, supply could be a problem as we get further into spring.

Hand Fruit choices are excellent. Moroccan Clementines are outstanding, Organic

TDE are also outstanding, and Navel Oranges are terrific. Pears: Forelle, Bartlett, Bosc, and Anjou are all great. Lots of Apples to choose from so don't be shy- With the exception of Honey Crisp, which will end very soon.

Honeydews and Cantaloupes are coming down- flavor is getting better but not like summer yet. The new Yellow Watermelons we got were no good so we ordered more and will wait and see what they taste like. The Seedless Watermelons are running OK. Plenty of specialty products are available. Check out the website for a list or just wait, and get it with the market report. Have a great week.

### Produce Quiz

Shakespeare's Ophelia said I stood for thought, so my description ought to be a thought provoking one. I grow best in the Spring and the Fall, but I can be harvested year round. I like moist, damp soil, but can survive in dry soil. I grow in bunches and sometimes resemble a face, but sometimes I resemble a butterfly. Sometimes I have two yellow eyes, sometimes one eye, and sometimes I have no eyes. I can be a deep, deep color like root beer, or fade into a light, light color like white. I'm solid in color or can have two or three colors. I prefer the shade, but can grow in the sun. I can grow wild, or be cultivated in gardens. I'm used to garnish salads, or I am part of a salad. I've been known to decorate tables and turkeys, and sometimes I'm found in people's hair. I have very little nutritional value, but I have a sweet grassy flavor. Careful though, if you chew me too long I can have a bitter, mint aftertaste. I can be eaten whole, or torn into shreds. I can leave a stain on your tongue, but don't worry I'll go away. Some claim that I have medicinal powers. I can heal skin conditions, be a diuretic, reduce fevers, cleanse toxins from your system and promote overall healing. So look for me this spring, and maybe I can spruce up your plate or favorite salad!

**Last Quiz Answer: Annatto**



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