

TESTA PRODUCE Market Report

Outlook for the Week of
May 7, 2012



Market Report

Mothers Day is right around the corner and for most people, you take your mom out for dinner or brunch or both. Although I love the business Mother's Day brings, I cannot help but think of my mom who passed away last year. This will be the first Mother's Day I don't call her and tell her how much I love her. We sometimes forget how important a mom is. As your mom gets older you sometimes forget to call her because you are too busy with your life, but when she is no longer there you don't get the chance anymore. Most moms lead an unselfish life. They take care of the kids from the time they conceive to the time they get married and move away. Moms are the ones who run the show, and I can tell you in my life I have no doubt of that. My wife has taken care of all of the household and kid's stuff since the day I married her. I could never have built my business without her. She is the reason Testa Produce is still here. She has been my sounding board, my conscious, my friend, my lover, and the woman who made me a better person the day I met her. So guys, on Mother's Day its not all about the brunch or dinner; its about the love you share, not just with your mom, but the mom you married and who loves you just as much as your own mother.

Produce prices are starting to heat up with the spring growing season just getting started and the first crops coming in this week. The first out of the gate will be Asparagus, which we should have by Tuesday if the weather cooperates. The heavy rains we had this weekend could make it impossible to harvest because of the fields being too muddy, but we will wait and see what happens. Asparagus will usually go for about 6-8 weeks depending on weather. Ramps have been going strong for a while now but the season is not a long one and when they finish its usually very quick. Morels have finally come down and the quality has improved a lot. Definitely Morels should be on the menu now.

Green Beans are back down again. Cucs are a touch higher, Broc is higher, Cauliflower is higher, and Celery is the same. Eggplant it higher, Japanese Eggplant is still very high priced, and Green Onions are getting tighter and price is going up. Parsley, Kale, and Italian Parsley are all going up. Head Lettuce is having major issues with rusting leaves and heads that cut rusty. We understand that this issue is a common condition in all fields and growers right now.

Rusty Lettuce is usually caused by excessive rain, which California has been having. Some row crops are not as badly imparted as Lettuce, but

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when you have excessive rain it leads to quality problems for all row crops.- mostly short shelf life and decay.

Potato prices are stable for now. Onions, both Red and Yellow, are also stable. White Onions are much higher. Zucchini is down, Yellow Squash is the same, and Hard Squash is down also.

Tomatoes are steady for now. More Yellow Tomatoes are coming in which should help with prices. Yellow Teardrops and Red Teardrops are still high priced. Beefsteak Tomatoes have been excellent from Canada but require a few extra days to ripen. The Regular VR 4x4 and 4x5 have been better out of Mexico but you do get an occasional half green/ half ripe Tomato in the box. Heirloom Tomatoes have been very good for this time of year; the mix in the box has been excellent. Kumatos and Camparis are also available.

Strawberries have been having issues for a month now and almost all of it is weather related. Growers have done a very good job at keeping marginal fruit close to home and shipping better product across the country. Raspberry supply is increasing and price has dropped. Blackberries are getting better. Blueberries continue to get better also, with domestic production about to shift to high gear very shortly.

Domestic hand fruit is starting up. Peaches, Apricots, Plums, Nectarines, and a few Cherries have started. The Cherries are super high priced right now so wait a few weeks for those, but the others are ready to go.

Cantaloupes and Honeydews are still having issues. More production should be coming this week so prices may come down, but its Mother's Day weekend, so probably not. Watermelon

is getting better slowly. Oranges are still excellent, and Mangos are very good also.

For some new items: Red Papaya, Rhubarb, Feijoas, Passion Fruit, Baby Purple Artichoke, Purple Asparagus, Mangosteen, Graffiti and White Eggplant from Holland, Kumquats, Kiwano (Horned) Melons, Fresh Garbanzo Beans, Quince, and of course Spring Garlic.

Produce Quiz

I am not even close to being a super hero. Although I am a member of the nightshade family and related to the potato, pepper, tomato, and eggplant, I am actually a berry. Native to Mexico I have been cultivated since the Aztec civilization. Through cultivation in both Mexico and Canada I am available year round with occasional gaps. I am about one inch in diameter and most often picked when green. I will ripen to a yellow or purple when ripe. My feel is firm and my skin is always glossy as I am protected by my orange/ brown-purple veined cape. My cape is so spectacular that it is often peeled back decoratively for décor. My taste is somewhat acidic and some say I have hints of lemon, apple, or herb flavors. I am most popular in Mexican cooking, used fresh in salads, salsas, guacamole, gazpacho and the famous mole-verde sauce. I am an excellent source of potassium while also providing good sources of vitamin C, Magnesium, and niacin. As a pharmafood I can reduce fever, remedy rheumatism, and act as a cleansing agent.

Last Quiz Answer: Star Anise



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