

TESTA PRODUCE Market Report

Outlook for the Week of
June 18, 2012



Market Report

This weekend was Father's Day and I hope everyone had a wonderful day. Mine started out great with a round of golf with the neighbors. Everyone has plans for the day and most revolve around family- either taking their dad out for a bite or a cookout at the house, either way, a dad or grandpa was in the mix. Although it's not as big of an 'eat out' day as Mother's Day, it's still a great time to enjoy friends and family around a good meal. The importance of a good family on your children's life is well documented and having a father figure is an important aspect of that life. Time and time again we hear about how kids with no father figure get into trouble and only later in life they confess that if they had had a father, maybe it wouldn't have happened. Now, that's not true for every child. There are plenty of great single moms out there who do a terrific job of raising kids without a father, but given the choice, I am sure they would have liked a guy around at least to change diapers and take them golfing.

The hot weather is helping and hurting local crops at the same time. Local Asparagus will finish this week and in part because of the hot weather. The rain is a great help but when it comes down in buckets, that is bad. Crops can't handle that much water at once so you get fields

that can't be harvested and product that gets shorter shelf life. The Asparagus market will stay higher this week and we will see what happens after that. Beans are steady on Regular and French Beans. Wax Beans are still very volatile and prices are still very high.

Cucs are down next week and we have them on sale, Seedless are also steady. Red Cabbage is steady and Green Cabbage is starting from our local farmers and price is steady. Green Onions are steady and price is still down. Pearl Onions are available but bad news on Peeled Red Pearl Onions- the company that did them stopped doing it because they said they kept losing money on them, the shelf life was too short and they couldn't keep them long enough. Peeled White Pearl Onions are still going strong and they are available for now. Spanish Onions and Red Onions are both steady. Box Potatoes are getting a little active, prices are moving up a bit. Red Potatoes are available from several areas and price varies between them. Yukon Golds are steady for now. New crop Fingerlings will be starting soon.

Yellow Squash, Zucchini, and Hard Squash are all down a little. Tomato prices are steady and Arkansas product is in full swing. Remember I said they don't size Tomatoes the same? In every region that ships product right now, you will get mix

Market Report, Cont'd...

sizes in the boxes, but flavor is much better than gas greens. Plum Tomatoes are much higher this week and mostly due to lighter supply right now. Yellow Tomatoes are also a little higher priced. Heirlooms are going strong and it's surprising that it's so early to get good ones.

Head Lettuce is down, Romaine is down, and Mesclun is steady. Baby Spinach and Baby Arugula are both steady and in good supply. Romaine Hearts are also in good supply. What has been a problem lately, which usually never is, is Shiitake B Mushrooms. Our suppliers have been super short on product and we have had to sub with A's. We are sorry if this caused you any problems, but we felt it was better to give you the higher priced product at the same price, than no product at all.

All summer fruit is rolling and single layer Tree Ripe is definitely a good idea. If you get this product, leave it out one day or two at room temp and product will eat great. It is a tree-ripened product so sugar level is going to be higher.

Lots of great items are available but we might need a day or two to get some. Champagne Grapes just started out of Arizona, Blue Velvet Apricots out of California, Gold Kiwi from New Zealand, and Dragon Fruit from Florida starts this week. Meyer Lemons from New Zealand, Red Cactus Pears from Chile, Feijoas from New Zealand, and Persimmons Fuyu are just getting started. Pomegranates out of Chile, Rambutan from Guatemala, Lychee from Thailand, and Passion Fruit from New Zealand are available as well.

Cantaloupe has come down but we are still waiting on Mag Fruit to start. It will have the best Brix content and that's what we like. Honeydews are down and flavor is getting better. Figs are available and some time this week they

should switch to pints.

Strawberries are down in price this week, Raspberries are down, Blues are steady, but Blackberries are a little tight and price is higher. Cherries are going to switch to Washington over the next week and that means flavor will improve and size will get bigger. Crenshaws are outstanding and we have several other Mixed Melons available. Get out and enjoy summer, it will be gone soon so have a good time.

Produce Quiz

Long a European favorite, I have grown in the forest for as long as the trees. I can grow quite large, up to six inches high, weighing close to half a pound, but usually, I'm closer to half that size, with some of my family being only a few ounces. Don't try to cultivate my friendship; I can only be handpicked, usually summer through winter. Some say I smell woody and of apricot; my flavors are all exquisite, from pleasantly mild to flowery or nutty. My name refers to my entire family, but is often applied only to the most favored golden child, amongst the many colors I wear. I have a very particular shape, but don't blow me. You'll want me firm, plump, smooth, clean and unbroken. All of me is edible and I retain my firm texture when cooked. Enjoy me fresh or cook me with my best friends -- chicken and other light meats, cream, starches and grains. You'll love me simply simmered in butter. I also make a wonderful sauté, stuffing, sauce or side dish. Only some of us are good dried, since many of us won't reconstitute well. Look closely and don't confuse me with a look-alike, poisonous Jack O'Lantern in North America. I'm very low in calories, mostly protein and carbohydrates, with traces of vitamins and minerals. A Pyrenees dog breed, wild-flowers, restaurants, and the first string of a violin share my name.

Last Quiz Answer: Cilantro



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