



PACIFIC PRODUCE

We are kicking off 2019 with exciting news! Starting First Quarter, we will be switching to a new and improved operating system designed to make your ordering experience much easier. Stay-tuned for more information from your Sales Representative.



Good buy - Bananas

**Questions about your
wholesale produce
options in the Bay
Area?**

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

NEWS ALERT

- ❖ **Overall prices are high this week due to cool weather and rain in the growing regions of California, Arizona and Mexico.** While prices and supplies on greens and berries are steady this week, more rain can mean limited harvest and higher prices next week.
- ❖ Coloring of **round tomatoes** continues to be light due to rainy weather affecting the crops. Roma tomatoes are showing the best color. We recommend using vine-ripened tomatoes as an alternative. Our buyers are diligently searching the market for the best quality product available. Quality is fair.
- ❖ Just like other items, **Basil** has been affected by cold weather. Expect quality issues such as burnt tips. Prices are high.

Seasonal Menu Items

CA Meyer lemons
Citrus: Satsuma mandarins,
Kumquats, Blood oranges,
Pomegranates
Fuyu Persimmons
Celery Root
Rainbow & Swiss Chard
Local Beets

Good Buys

Bananas
Brussel Sprouts
Blue Lake Beans

WEATHER FORECAST FOR GROWING REGIONS

Santa Maria, CA

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 7	Mostly Cloudy	--/51'	↗10%	SE 4 mph	90%
TUE JAN 8	Cloudy	66/53'	↗10%	SSE 15 mph	72%
WED JAN 9	Showers	62/45'	↗50%	SSE 8 mph	80%
THU JAN 10	Sunny	66/50'	↗10%	SW 9 mph	80%
FRI JAN 11	PM Showers	63/48'	↗60%	SSE 19 mph	75%
SAT JAN 12	Cloudy	61/46'	↗20%	SW 9 mph	80%
SUN JAN 13	Showers	59/46'	↗50%	SSE 13 mph	82%
MON JAN 14	Mostly Cloudy	62/44'	↗20%	SSW 10 mph	75%
TUE JAN 15	Showers	62/47'	↗50%	S 14 mph	78%

Coachella Valley, CA

TODAY JAN 8	Mostly Sunny	68/45'	↗0%	SSE 5 mph	47%
WED JAN 9	Sunny	74/46'	↗0%	SSW 5 mph	48%
THU JAN 10	Sunny	75/47'	↗0%	WSW 5 mph	42%
FRI JAN 11	Mostly Cloudy	72/50'	↗0%	S 5 mph	48%
SAT JAN 12	AM Clouds/PM Sun	63/47'	↗20%	NW 6 mph	63%
SUN JAN 13	Cloudy	66/46'	↗20%	W 6 mph	60%
MON JAN 14	PM Showers	67/46'	↗40%	WSW 7 mph	60%
TUE JAN 15	Showers	66/45'	↗40%	WSW 6 mph	66%
WED JAN 16	Partly Cloudy	68/45'	↗20%	SW 6 mph	58%

Imperial Valley, CA

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 7	Mostly Clear	--/44'	↗10%	W 5 mph	92%
TUE JAN 8	Partly Cloudy	68/44'	↗10%	NW 6 mph	63%
WED JAN 9	Mostly Sunny	71/45'	↗10%	NNW 4 mph	59%
THU JAN 10	Sunny	72/45'	↗0%	NW 5 mph	55%
FRI JAN 11	Partly Cloudy	70/49'	↗0%	NNW 4 mph	60%
SAT JAN 12	AM Showers	63/46'	↗80%	NNW 8 mph	77%
SUN JAN 13	Cloudy	65/46'	↗20%	NNW 6 mph	69%
MON JAN 14	Rain	65/46'	↗70%	NW 6 mph	72%
TUE JAN 15	Showers	66/45'	↗40%	NW 5 mph	68%

Yuma, AZ

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 7	Mostly Clear	--/48'	↗0%	N 7 mph	83%
TUE JAN 8	Partly Cloudy	68/48'	↗10%	N 9 mph	55%
WED JAN 9	Mostly Sunny	71/48'	↗0%	NNE 7 mph	53%
THU JAN 10	Partly Cloudy	71/47'	↗0%	N 6 mph	51%
FRI JAN 11	Mostly Sunny	71/50'	↗0%	NNE 6 mph	52%
SAT JAN 12	AM Rain	62/48'	↗70%	NNE 7 mph	72%
SUN JAN 13	Mostly Cloudy	66/48'	↗20%	NE 7 mph	67%
MON JAN 14	AM Showers	66/47'	↗50%	NNE 7 mph	66%
TUE JAN 15	Showers	65/47'	↗40%	N 6 mph	67%

Baja California, MX

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 7	Partly Cloudy	--/62'	↗20%	NNE 6 mph	96%
TUE JAN 8	Partly Cloudy	83/63'	↗20%	NNE 15 mph	66%
WED JAN 9	Partly Cloudy	77/61'	↗20%	NNE 19 mph	73%
THU JAN 10	Partly Cloudy	76/58'	↗20%	NNE 18 mph	71%
FRI JAN 11	Partly Cloudy	83/56'	↗10%	NNE 8 mph	63%
SAT JAN 12	Sunny	86/62'	↗20%	NNW 9 mph	63%
SUN JAN 13	Partly Cloudy	79/62'	↗20%	NNE 14 mph	71%
MON JAN 14	Partly Cloudy	77/61'	↗20%	NNE 16 mph	71%
TUE JAN 15	Mostly Sunny	78/59'	↗20%	NNE 14 mph	68%

Nogales, MX

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 7	Partly Cloudy	--/34'	↗0%	E 3 mph	85%
TUE JAN 8	Partly Cloudy	71/40'	↗0%	SE 5 mph	43%
WED JAN 9	AM Clouds/PM Sun	70/44'	↗0%	SE 5 mph	47%
THU JAN 10	AM Showers	62/39'	↗30%	S 7 mph	64%
FRI JAN 11	Partly Cloudy	63/37'	↗10%	SSW 6 mph	58%
SAT JAN 12	PM Showers	58/36'	↗70%	S 10 mph	58%
SUN JAN 13	Mostly Cloudy	61/37'	↗20%	SSE 8 mph	62%
MON JAN 14	Cloudy	61/37'	↗10%	S 10 mph	59%
TUE JAN 15	PM Showers	60/36'	↗40%	S 9 mph	60%

OVERVIEW & OUTLOOK

Avocados: Prices are slightly up. Expect higher prices in the upcoming weeks due to an increase of demand for the Super Bowl.

Asparagus: Prices are extreme due to weather issues affecting growing regions.

Berries: Strawberries - Expect quality issues caused by rain and cold weather in growing regions. Blueberries & Blackberries are steady.

Broccoli: Prices are up this week.

Brussel Sprouts: Local product available. Recommended good buy!

Cauliflower: Prices are up on both California and Mexican product.

Citrus: Lemons & Limes – Prices are slightly up. Expect price increases on limes due to higher demand for the Super Bowl.
Oranges – flavor is showing improvement, but warmer weather in Mexico will help the brix.

Greens: Winter price in place. Expect some quality issues due to weather affecting the crops.

Melon: All Melon prices are high this week due to weather issues in growing regions of Mexico.

Onions: Green Onions continue to be high priced due to weather issues in Mexico.

Peppers: Price is up on all colors of bell peppers. Serrano Chili Pepper prices are extreme due to weather issues.

Squash: Yellow Squash and Zucchini are priced high due to weather issues. Hard squashes still available. Perfect for hearty winter meals.

Tomatoes: Color in round tomatoes is light and the price is high this week. We recommend Roma or Vine-ripe tomatoes as an alternative. Cherry and grape tomatoes are looking better this week and prices are slightly down.



Good buy – Bluelake Beans

About Us

Pacific Produce is a wholesale distributor of fresh fruits and vegetables to Bay Area restaurants, caterers, coffee shops, museums, assisted living and non-profit organizations. We have tripled in size over the past several years and have taken possession of a 50,000 square foot, state of the art facility in South San Francisco.

We are a proud to be a privately-held, 100% woman-owned company.

Our mission is to deliver exceptional service to every table, every day. We use our business expertise and backgrounds in procurement, distribution and warehouse management to optimize our customers' delivery experience.