



PACIFIC PRODUCE



Good buy – Romaine Lettuce

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.

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

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

NEWS ALERT

- ❖ Overall prices remain high this week due to cool weather and rain. **Good News!** Things begin to dry out a bit mid-week.
- ❖ **Watermelon** supplies are practically **non-existent** this week due to freezing weather affecting the crops. Prices are **high** and quality is poor. When possible, please consider using cantaloupes or honeydews as an alternative. Our buyers are sourcing this item daily for the best fruit, when not available the item will be short.
- ❖ **Asparagus** prices are **extreme** this week due to rain in growing regions. We suggest replacing them with local Brussel Sprouts or Blue Lake beans.
- ❖ Products coming from the Dessert or Mexico - such as **green onions, jalapenos, green bell peppers and yellow squash**- are showing **high** prices this week.

Seasonal Menu Items

Meyer Lemons

Blood Oranges

Celery Root

Parsnips

Collards

Kale

Good Buys

Romaine Lettuce
Local Brussel Sprouts
Blue Lake Beans

WEATHER FORECAST FOR GROWING REGIONS

Santa Maria, CA

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Rain Late	→50	↑60%	SE 15 mph	83%
TUE JAN 25	Rain/Thunder/Wind	58/50	↑100%	SSE 25 mph	82%
WED JAN 26	PM Light Rain/Wind	66/58	↑70%	SSE 20 mph	79%
THU JAN 27	Rain	62/46	↑80%	WSW 14 mph	88%
FRI JAN 28	Partly Cloudy	64/44	↑10%	N 13 mph	68%
SAT JAN 29	Mostly Cloudy	70/45	↑0%	NNE 7 mph	62%
SUN JAN 30	Cloudy	66/45	↑20%	NNW 9 mph	64%
MON JAN 31	Sunny	65/43	↑0%	NNE 14 mph	61%
TUE FEB 01	Partly Cloudy	67/42	↑0%	NNE 9 mph	58%

Coachella Dessert, CA

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Cloudy	→49	↑20%	NW 3 mph	93%
TUE JAN 25	AM Clouds/PM Sun	64/50	↑20%	S 5 mph	72%
WED JAN 26	Partly Cloudy	67/52	↑10%	SSE 6 mph	70%
THU JAN 27	Showers	66/52	↑50%	SE 9 mph	78%
FRI JAN 28	Partly Cloudy	71/47	↑0%	NW 8 mph	52%
SAT JAN 29	Mostly Sunny	72/45	↑0%	NNW 10 mph	38%
SUN JAN 30	Mostly Cloudy	71/45	↑0%	NE 5 mph	42%
MON JAN 31	Sunny	71/46	↑0%	NNW 11 mph	38%
TUE FEB 01	Mostly Sunny	69/44	↑0%	NNW 11 mph	29%

Imperial Valley, CA

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Showers	→47	↑40%	W 4 mph	97%
TUE JAN 25	AM Showers	63/48	↑40%	N 5 mph	84%
WED JAN 26	Partly Cloudy	66/49	↑10%	ESE 5 mph	81%
THU JAN 27	Cloudy	68/54	↑10%	SE 6 mph	77%
FRI JAN 28	AM Clouds/PM Sun	70/45	↑0%	NW 13 mph	58%
SAT JAN 29	Mostly Sunny	69/45	↑0%	NW 7 mph	43%
SUN JAN 30	Cloudy	68/44	↑0%	NW 8 mph	46%
MON JAN 31	Partly Cloudy	69/45	↑0%	NW 11 mph	43%
TUE FEB 01	Sunny	67/45	↑0%	NNW 9 mph	30%

Yuma, AZ

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Showers	→54	↑40%	NE 4 mph	99%
TUE JAN 25	AM Showers	61/52	↑60%	N 5 mph	87%
WED JAN 26	Partly Cloudy	68/50	↑10%	E 7 mph	76%
THU JAN 27	Cloudy	71/54	↑10%	ESE 6 mph	69%
FRI JAN 28	Partly Cloudy	70/50	↑0%	NW 15 mph	56%
SAT JAN 29	Sunny	68/46	↑0%	N 16 mph	39%
SUN JAN 30	Mostly Cloudy	69/46	↑0%	NNE 11 mph	42%
MON JAN 31	Partly Cloudy	69/47	↑0%	N 11 mph	38%
TUE FEB 01	Sunny	66/46	↑0%	N 17 mph	30%

Baja California, MX

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Mostly Cloudy	→62	↑20%	NNE 10 mph	83%
TUE JAN 25	Partly Cloudy	79/62	↑20%	NNE 15 mph	71%
WED JAN 26	Partly Cloudy	80/61	↑10%	NNE 14 mph	71%
THU JAN 27	Partly Cloudy	82/61	↑10%	NNE 13 mph	68%
FRI JAN 28	Partly Cloudy	86/58	↑10%	NNE 7 mph	65%
SAT JAN 29	Mostly Sunny	86/60	↑10%	SSW 12 mph	60%
SUN JAN 30	Showers/Wind	69/54	↑40%	N 22 mph	74%
MON JAN 31	Mostly Cloudy/Wind	67/52	↑10%	NNE 20 mph	69%
TUE FEB 01	Partly Cloudy	78/55	↑10%	NNE 10 mph	60%

Nogales, MX

DAY	DESCRIPTION	HIGH / LOW	PRECIP	WIND	HUMIDITY
TONIGHT JAN 24	Clear	→38	↑0%	SSE 4 mph	75%
TUE JAN 25	Mostly Cloudy	62/38	↑0%	S 12 mph	54%
WED JAN 26	Mostly Cloudy	64/37	↑10%	NE 4 mph	60%
THU JAN 27	Partly Cloudy	67/39	↑10%	SSW 7 mph	50%
FRI JAN 28	Partly Cloudy	60/31	↑0%	W 15 mph	57%
SAT JAN 29	Sunny	60/33	↑10%	NE 11 mph	40%
SUN JAN 30	Partly Cloudy	64/35	↑0%	E 10 mph	28%
MON JAN 31	Mostly Sunny	63/32	↑0%	SSW 11 mph	27%
TUE FEB 01	Sunny	59/31	↑0%	NW 8 mph	33%

OVERVIEW & OUTLOOK

Avocados: Prices are slightly up this week. Expect prices to continue to increase due to higher demand for the Super Bowl.

Asparagus: Prices are extreme due to weather issues affecting the crops.

Berries: Strawberries – Expect quality issues caused by rain and cold weather. Blueberries & Blackberries are steady.

Broccoli: Prices remain steady this week.

Brussel Sprouts: Local product available. Recommended good buy

Cauliflower: Prices remain high both on California and Mexican product

Cilantro: Prices are up this week.

Citrus: Lemons & Limes – Prices are up this week. Expect value increase on limes due to higher demand for the Super Bowl.

Greens: Winter prices in place. Expect some quality issues such as blistering and burnt tips due to weather affecting the crops. Romaine lettuce is a recommended good buy this week.

Melon: Watermelon supplies are practically non-existing this week. Expect high prices and poor quality. Honeydews and cantaloupes still available and slightly down in price from last week.

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

Peppers: Price remain high on all colors of bell peppers. Serrano Chili Pepper & Jalapeno prices are extreme due to weather issues.

Squash: Yellow Squash prices are extreme this week due to weather issues and the item is extremely limited. When possible substitute on menu to avoid being shorted. Hard squashes still available.

Tomatoes: Color in round tomatoes is light and the prices remain 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 steady slightly down.



Good buy – Local Brussel Sprouts

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.