



PACIFIC PRODUCE

NEWS ALERT

- ❖ Northern and Central California crops are finishing for the season and fields are transitioning into the desert and Mexico. Expect tighter supplies, some quality issues and higher prices.
- ❖ Winter crops from Mexico are being hit by Hurricane Willa. Expect higher prices in products such as tomatoes, bell peppers and cucumbers.
- ❖ No price relief on **Blueberries** this week. If possible, consider replacing them with other berries and/or fruits. **Strawberries** have improved; however, we are still seeing some quality issues due to weather extremes (warm days and cold nights).
- ❖ **Celery** prices are high this week due to transitioning fields.
- ❖ **Tomatoes** prices remain high this week. Our buyers are doing their best to find the best color product. Last week for local Heirlooms. Hot House Heirlooms now available.
- ❖ **Corn** prices are high this week as California crops are finishing. Last week of Dwelley Farms corn before we start moving to the desert.

PRODUCE SPOTLIGHT



Happy Boy Organic Escarole: Sweet & tender pale green leaves. Ideal to pair with citrus and mustard in a winter salad. Call your Sales Rep for more information.



Buttercup squash

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

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

Seasonal Menu Items

Pomegranates
Fuyu Persimmons
Chicories
Celery Root
Rainbow & Swiss Chard
Local Beets
Buttercup Squash
Ancho Poblano Peppers

Good Buys

Cucumbers
Pineapples
Avocados

OVERVIEW & OUTLOOK

Asparagus: Prices are slightly down.

Avocados: Prices have continued to drop this week. Recommended good buy.

Broccoli: Prices are slightly up this week.

Brussel Sprouts: Local Brussel Sprouts from Giusti Farms in Half Moon Bay.

Bananas: Prices are steady.

Carrots: Prices are steady.

Cauliflower: Prices are steady

Citrus: Lemons & limes are steady.

Oranges: California Valencia & juicing oranges prices remain high this week as we are finishing with California crops. California Navels will be available in the upcoming weeks.

Greens: Spring mix, spinach, arugula, and baby kale prices are steady.

Lettuce: Lettuce – Greenleaf, Iceberg, Romaine, Little Gem- prices are down this week.

Melon: All product now coming from Mexico.

Mushrooms: Prices are expected to rise this week due to trade barriers with Canadian market. Cremini mushrooms are limited and market is tight.

Onions: Prices are steady.

Peppers: Prices continued to rise on Red and Green Bell Peppers due to transitioning fields.

Squash: Zucchini prices are down this week.

Tomatoes: Prices remain high this week. Our buyers are doing their best to find the best color product. Last week for local Heirlooms. Hot House Heirlooms now available.



Rainbow Chard

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. Pacific Produce has tripled in size over the past several years and has taken possession of a 50,000 square foot, state of the art facility in South San Francisco.

We are a privately-held, woman-owned company.

Our mission is to offer produce that fosters the skill and creativity of Bay Area chefs so that they can delight their patrons. We use our business expertise and backgrounds in procurement, distribution and warehouse management to optimize our customers' delivery experience.