



Good buy – Hard Squashes

## ROMAINE UPDATE



On Monday, November 26, 2018 the Food & Drug Administration (FDA) announced they are lifting the consumer advisory regarding the recent Romaine E-coli outbreak.

Growers from the Coachella Valley in California and Yuma, Arizona are back to harvesting Romaine lettuce and we are ready to start shipping on 11/28/18. Please note this will be a tight commodity as crops start to fill in. For more details, please go to our website [www.pacificproduceonline.com/alerts](http://www.pacificproduceonline.com/alerts)

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

**Contact us!**

**Phone:** +1 (650) 583 8396

[www.pacificproduceonline.com](http://www.pacificproduceonline.com)

## NEWS ALERT

- ❖ The consumer advisor on Romaine Lettuce and weather-related issues in the winter growing regions have caused a price spike on all greens. **Lettuces** (Iceberg, Greenleaf, Butter, Baby Gems, etc.), **Spring mixes, Spinach, Baby Spinach and Arugula** prices have almost doubled from last week. We are expecting the market to adjust back down as soon as Romaine becomes available.
- ❖ **Strawberries** supplies are tight and prices are high this week. Recent rain affected the crops and quality is off. Rain forecasted for this week will also have an impact on availability, price and quality. Please consider using other berries instead.

### Seasonal Menu Items

CA Meyer lemons  
Pomegranates  
Fuyu Persimmons  
Chicories  
Celery Root  
Rainbow & Swiss Chard  
Local Beets  
Buttercup Squash

### Good Buys

Hard Squashes  
Zucchini  
Cabbage  
Fuyu Persimmons  
Brussel Sprouts  
Carrots  
Turnips  
Celery

# OVERVIEW & OUTLOOK

**Avocados:** Mexican exports have resumed. However, we are still seeing unripe fruit. We are expecting ready to use product towards the end of this week. Prices are still higher than usual.

**Brussel Sprouts:** Recommended good buy this week.

**Cauliflower:** Prices have continued to rise this week due to weather issues in growing regions. Crops have slowed down as fields are experiencing lower yields, lighter weights and off quality.

**Citrus:** Lemons & Limes – Prices are steady  
Oranges – Prices are slightly up this week on juicing oranges. California Navels now available.

**Greens:** Prices have almost doubled from last week on all greens (See alerts). We are expecting the market to adjust back down as soon as Romaine becomes available.

**Melon:** Melon prices are up this week due to weather-issues in Mexico.

**Onions:** Prices are steady.

**Peppers:** Bells of all colors are up this week due to cool weather in growing regions.

**Squash:** Hard squashes – Recommended good buy. Perfect for hearty winter meals.

**Tomatoes:** Prices continue to be high, especially on Roma, due to a shortage caused by weather issues in the growing regions of Mexico. Color can be checkerboard.



*Good buy – 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.