



PACIFIC PRODUCE



NEWS ALERT

- ❖ Overall prices remain high this week due to freezing weather/rain affecting the crops. Expect some quality issues as weather issues persist and as field transition to new spring crop growing regions.
- ❖ **Lettuce** prices spiked on Romaine and Iceberg this week due to freezing weather that resulted in damaged crops. Expect quality issues such as blistering, epidermal peel and burn in almost every variety. Winter crops are finishing up in the desert and we can expect CA lettuces in the next couple of weeks.
- ❖ **Tomatoes:** Market has escalated and prices are on the rise this week because of cool weather in growing region.
- ❖ **Cucumber:** Market has escalated and prices are on the rise this week because of cool weather in growing region.
- ❖ **Limes** prices remain high due to weather related/rain issues in the growing regions of Mexico. We expect prices to steady in the upcoming weeks.
- ❖ This is the last week for **Local Brussel Sprouts**. Some quality issues may arise.

HOLIDAY SPECIALS

St Patrick's Day: Thinking about a traditional St Patrick's Day menu? We've got you covered! Ask us about our red potatoes, Brussels sprout, rainbow carrots and more!

OVERVIEW & OUTLOOK

Asparagus: Good value Mexican asparagus still available. California asparagus from Salinas/Gonzales area now available. Delta asparagus is delayed due to weather related issues.

Avocados: Size 48 avocados from California are now available in the market. Size 60 avocados are still Mexican fruit and the prices are dropping. Recommended good buy this week.

Questions about your
wholesale produce
options in the Bay
Area?

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

Seasonal Menu Items

California Avocados

Asparagus

Citrus

Cabbage and Radishes

Good Buys

Leeks

Oranges

Lemons

Potatoes

Bananas: Market is starting to improve after weeks of limited availability and high prices caused by weather related/rain issues in the tropical growing regions. Product still might arrive unripe.

Bell Peppers: Pricing steady on all colors.

Berries: Strawberry – Prices are steady. However, smaller sizes and quality issues are expected due to this week's rain, this may cause pricing to increase as the week continues.

Berries: Black – Prices are steady.

Berries: Blue – Prices are steady.

Broccoli / Broccolini: Prices on the rise due to freezing weather in the coastal growing regions.

Brussel Sprouts: Local supply will be gone this week. Expect some quality issues with discolored interior.

Cauliflower: Prices remain high this week due to freezing weather in the coastal growing regions. Supplies are limited. Some quality issues may arise, such as problems in coloring and spotting

Citrus: Lemons – California fruit and prices are steady. Meyers also available. Recommended best buy this week.

Citrus - Oranges: CA navels available. Showing great sugar. Recommended good buy this week.

Greens: Spring six, spinach, arugula, and baby kale – winter pricing in effect.

Potatoes: Yukon A potato supply is still limited. Yukon Bakers are recommended for customers looking for a larger product for specific cuts. For mashed, we recommend a number 2 or B for cost effectiveness. Recommended good buy this week.

Squash: Hard squash varieties are plentiful.



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.