



PACIFIC PRODUCE

NEWS ALERT

- ❖ **Bell Peppers** - red and green- prices are high this week. Cool weather has inhibited growth in the dessert crops from Coachella Valley. Market is tight.
- ❖ **Zucchini and Yellow Squash** prices remain high this week. We are expecting squashes from West Lake in the upcoming weeks.
- ❖ **Lettuce** prices remain high this week due to weather issues affecting local CA crops (warm weather during the day and cold weather at night). Expect some quality issues such as burnt tips on Baby Gems and rusting on Iceberg. On the other hand, Romaine prices have dropped and is a recommended good buy this week.
- ❖ **Onion** prices (Red, White & Yellow) remain high this week. Expect some quality issues. New crops from the Fresno area are expected to start in the next couple of weeks.



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

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

PRODUCE SPOTLIGHT



Cherries: We are seeing the first of the season coming from Washington! Prices are still high and, as of now, it is a pre-order product. Call your sales representative for more information.

OVERVIEW & OUTLOOK

Asparagus: Delta Asparagus has ended. California grown Foxy label still available.

Avocados: Both 48 and 60 count #1 California fruit available.

Bananas: Prices are steady.

Seasonal Menu Items

CA Artichokes
Fava Beans
English Peas
Baby Carrots
Kajiko Mint
Blue Lake Beans
Stonefruit

Good Buys

Romaine Lettuce
60 ct Avocados
Strawberries
Blackberries

Berries: Strawberries – Prices have continued to drop and we're seeing good quality products. Recommended good buy.

Blackberries – Prices have dropped and are a recommended good buy this week.

Broccoli – Cauliflower: Prices have slightly dropped this week. Market is still tight.

Brussel Sprouts: All Mexican product. Quality has been consistent.

Citrus: Lemons - All CA product.

Corn: California yellow corn available. Check back for an update on Brentwood Corn availability.

Limes – Limited on larger sizes. 200 and 230 prices have slightly dropped.

Citrus - Oranges: Juicing oranges are now Valencia from California.

Cucumber: Prices are steady.

Eggs: Prices have dropped this week.

Greens: Spring mix, spinach, arugula, and baby kale – Prices have returned to normal.

Melon: Cantaloupe and Honeydew prices have dropped this week.

Potatoes: Yukon, both Bakers and A, are limited. For mashed, we recommend a number 2 or B for cost effectiveness.

Stonefruit: Early peaches and nectarines from California's Central Valley are available. Prices are high and early fruits may present a low brix. Call your Sales Representative to learn more

Tomatoes: Prices are slightly up this week. Product is arriving pale. Our Buyers are actively sourcing the fruit with the most color.



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.