



PACIFIC PRODUCE

We are going live! Our new operating system will be working in full swing Super Bowl Sunday.

We will be sending a tutorial next week for those of you who use online ordering. Please contact your Sales Representative with any questions.

We would like to hear from you! Tell us about your customer experience and get a
5% discount on your next order!

Go to www.pacificproduceonline.com and fill out our Customer Survey. We look forward to reviewing your insights!

NEWS ALERT

- ❖ Banana conditioning has been troublesome due to cooler weather, causing bananas to freckle more quickly or grey internally.
- ❖ Cold weather and rain in Yuma, AZ last week has affected **Cello Spinach**. We will be sending **baby spinach** as a replacement if the product doesn't meet quality requirements.
- ❖ Products coming from the Dessert or Mexico – such as **green onions, jalapenos** and **celery** – are high priced this week due to weather issues in growing regions.



Good buy – Roma Tomatoes

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

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

Seasonal Menu Items

- Meyer Lemons
- Satsuma Mandarins
- Kumquats
- Blood Oranges
- Cara Cara Oranges
- Celery Root
- Rainbow & Swiss Chard

Good Buys

- Cauliflower
- Broccoli
- Roma Tomatoes

OVERVIEW & OUTLOOK

Avocados: Prices are slightly up this week. Expect higher prices in the upcoming weeks due to an increase of demand for the Super Bowl.

Asparagus: Prices are adjusting down this week.

Berries: Prices are steady

Broccoli: Prices having dropped this week. Recommended good buy this week.

Brussel Sprouts: Prices are slightly up. Local product still available.

Cauliflower: Prices are up.

Citrus: Lemons are slightly down in price this week. Limes are slightly up this week as costs continue to increase due to higher demand for the Superbowl.

Greens: Winter price in place. Expect some quality issues such as blistering and burnt tips due to weather affecting the crops. Romaine is priced to sell.

Melon: Cantaloupe prices are slightly down.

Onions: Green onions continue to be high-priced due to weather issues in growing regions of Mexico.

Peppers: Serrano Chili Pepper & Jalapeno prices continue to be extreme due to weather issues.

Squash: Yellow squash continues to be high-priced. Hard squashes still available.

Tomatoes: Roma tomatoes are a recommended good buy this week. Cherry and grape tomatoes prices are down as well.



Good buy – Cauliflower

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.