

PACIFIC PRODUCE

Weekly Produce Newsletter

In celebration of Women's History Month, Pacific Produce presents the first in a series of interviews spotlighting women-led restaurants and kitchens throughout the Bay Area.

This Week meet Camelia Coupal of Coupa Café.



Product News

Garlic & Ginger Alert!

We are seeing extreme prices due to limited exports from China and are now sourcing from California, Mexico and South America.

Basil Alert!

Due to cold weather, we are seeing damage to crops resulting in black and burned tips.

Tofu Alert!

A national supply shortage due to an increase in demand across the country is leaving tofu manufacturers finding it difficult to keep up. We are currently sourcing from a variety of manufacturers in order to have necessary inventory to cover your orders to the best of our ability.

Seasonal Sensations

Thumbelina Carrots
Hothouse Rhubarb (Contact Your Sales Representative)
Red, Gold and Chiogga Baby Beets
Red Spring Onions (Contact Your Sales Representative)
Green Garlic (Contact Your Sales Representative)
Baby Lettuces
Baby Turnips
California Kumquats
California Meyer Lemons
Fresh Fava Leaves and Pea Tendrils (Contact Your Rep)
Dandelion Greens
Asian Pears

Gapping / Limited

Broccoli De Ciccio
Chanterelles
Cherry Tomatoes
Basil
Thai Basil
Tomatillos
Coraline Chicory
Scarborough Blonde Frisee

Good Buys

Broccoli Crown (#1758)
Brussel Sprouts (#1922)
English Cucumber (#1819)
Strawberries (#356)
Asparagus (#1707)
Honeydew (#1819)



Produce Outlook

Artichokes: Small sizing from Castroville available for the weekend. Baby loose is a 2-day pre-order (contact your Sales Representative)

Asparagus: Still from Mexico, but pricing has dropped. **Recommended Good Buy.** Delta grass still weeks away. Stay turned.

Avocado: Prices steady this week. Still sourcing #1 from Mexico. California fruit is now available, however season is just beginning and fruit needs more oil.

Beans: Prices are adjusting down on Blue Lake beans as quality has shown improvement. Product from Mexico.

Bell Peppers: Greens are slightly up in price while reds are stabling.

Berries: All bush berries are coming from Mexico with increased prices due to cold and weather., especially blueberries as the season winds down in Mexico. Strawberries are from Oxnard and a **Recommended Good Buy.**

Broccoli: Broccoli now coming from Santa Maria, prices have adjusted down. **Recommended Good Buy.** Broccolini and Broccoli Rabe are steady this week.

Brussel Sprouts: Are now from dessert growing region in CA and AZ. **Recommended Good Buy.**

Cauliflower: Prices climbed this week due to demand.

Cucumber: Prices are steady this week. English Cucumbers are a **Recommended Good Buy.**

Citrus: Lemon pricing has started to climb as demand has increased due to higher cost of limes. Limes continue to climb in prices and smaller fruit is becoming tight.

Greens: Baby Kale and Baby Kale Mix are steady this week.

Lettuces: Mostly from Arizona and California desert. Quality is good and prices are steady.

Melon: Cantaloupe and Honeydew coming from Central America. **Recommended Good Buy.** Quality is good. Watermelon prices are high and quality is hit or miss due to weather in Mexico.

Onions: Pricing is steady on cured onions. Green onions have seen improvement in both pricing and sizing.

Potatoes: Supplies on russets are limited due to loss of Idaho crops from early freeze. WA supply is in high demand across the county. Red's are becoming limited as we near the end of WA season, Ca crop is still 3-4 weeks away.

Squash: Yellow Squash and Zucchini are exhibiting rising prices due to cold weather in Mexico. Butternut Squash is coming from local farms and a **Recommended Good Buy.**

Tomatoes: Prices have dropped considerably this week on rounds. Roma's have also adjusted down some. Good color on both. Cherries still high with some quality issues from earlier rains.

Tropical: Banana pricing steady. Manila and Mexican mango available.

Women's History Month Spotlight



Meet Camelia Coupal

We had the chance to sit down with Camelia at her restaurant, Coupa Cafe, and learn where her passion for cooking came from, what fuels her passion and who has been an inspiration to her.

From a young age Camelia realized that she enjoyed being in the kitchen, especially when her dad was cooking. Now, she's the family baker and loves creating new menus for their 10 family-owned restaurants.

Camelia stays on top of food trends and keeps their dishes modern and healthy, which is something she practices in her own life with her children.

Watch the video interview to see how pizza became Camelia's favorite food and how Michelle Obama has inspired her!

[Watch Camelia's Interview!](#)