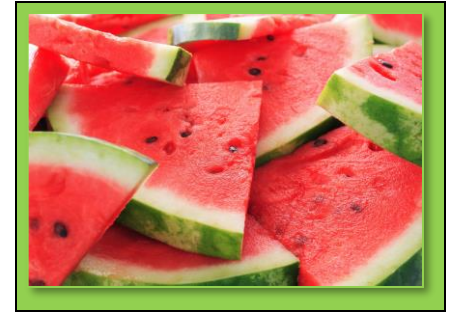




PACIFIC PRODUCE



NEWS ALERT

- ❖ **Avocados** prices are spiking on all sizes as California crops are finishing and we transition into Mexican product. Peruvian product is now available as a more cost-effective option; however, flavor and texture are slightly different.
- ❖ **Cilantro** remains tight week. Warm weather during the day and cold weather at night is damaging local crops reducing its availability. Expect some quality issues and elevated prices.
- ❖ **Lemons** remain a strong market and prices are still high. We are expecting Chilean product to come in later in the week.
- ❖ **Iceberg Lettuce** is gapping and prices are on the rise this week.
- ❖ **Asparagus** prices are increasing this week due to weather issues in the growing regions of Mexico. Expect mixed sizing and quality issues.

Questions about your
wholesale produce
options in the Bay
Area?

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

PRODUCE SPOTLIGHT



Local Brussel Sprouts: Local Brussel Sprout season is back! We are expecting to see product from Giusti Farms in Half Moon Bay in the upcoming weeks. Can't wait!

OVERVIEW & OUTLOOK

Apples: Season is just starting. First up, Gravenstein. Call your sales rep for more information.

Seasonal Menu Items

Summer Squash
Local Heirloom Tomatoes
Sunchoke
Organic Blue Lake Beans
Coastal Brussel Sprouts

Good Buys

Green Bell Pepper
Strawberries
Watermelon
Zucchini

Bell Peppers: Prices are steady. Green Bell Peppers prices are down this week. Recommended good buy.

Bananas: Prices are steady.

Berries: Strawberries – prices are steady. Coming from Watsonville. Recommended good buy this week.

Blueberries – Prices are slightly up this week. Raspberries and

Blackberries – Prices are steady.

Carrots: Prices are leveling down.

Cauliflower: Prices are slightly up this week.

Citrus: Lemons- Strong market. Prices are starting to adjust down.

Limes – Prices are increasing this week.

Corn: California yellow and white corn available from Brentwood.

Cucumber: Prices are slightly up this week.

Figs: Black Mission Figs and Calimyrna figs available now. These delicious figs pair perfectly with our Gorgonzola or Mascarpone cheeses. Call your sales rep for more information.

Greens: Spring mix, spinach, arugula, and baby kale prices are steady. Expect some quality issues in Spinach caused by weather extremes.

Lettuce: Romaine prices are steady. For a good value purchase, we suggest trying 12/3 Romaine Hearts from Field Fresh.

Melon: Most Melons are from California crops. Prices are steady.

Onions: Prices are steady.

Squash: Zucchini and Yellow squash prices are steady. Recommended good buy this week. Happy Boy mixed toybox also available. Call your sales rep for more info.

Stonefruit: Peaches, plums and nectarines from California's Central Valley and Delta are available. Prices are steady.

Tomatoes: Prices are slightly up. Happy Boy Farms Heirloom Tomatoes also available. Looking and tasting amazing!



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.