



PACIFIC PRODUCE



NEWS ALERT

- ❖ **Avocados** prices remain high this week as California crops are finishing and we transition into Mexican product.
- ❖ **Green Onion** prices are increasing this week. Extreme weather is damaging crops reducing its availability.
- ❖ **Iceberg Lettuce** prices are up due to heat causing burn to stem and breakdown of cellular wall.
- ❖ **Cilantro** prices continue to be high this week. Warm weather during the day and cold weather at night is damaging local crops reducing its availability. Expect some quality issues. Market is tight.
- ❖ **Lemons** remain a strong market and prices are still high. However, prices are starting to adjust down.
- ❖ **Asparagus** prices remain high 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



Gravenstein Apples: Organic Gravenstein apples are here! Ideal for apple sauces, pies and ciders. Call your Sales Rep for more information.

OVERVIEW & OUTLOOK

Brussel Sprouts: Local Brussel Sprout season is back! We are now seeing product from Giusti Farms in Half Moon Bay.

Bananas: Prices are steady.

Beans: Yellow wax, Romano and French beans from Dwelley Farms now available.

Seasonal Menu Items

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

Good Buys

- Cauliflower
- Broccoli
- Cantaloupe
- Watermelon
- Green Bell Pepper

Bell Peppers: Prices are slightly up on red and yellow bell peppers. On the other hand, green bell peppers are coming down and are a recommended good buy this week.

Berries: Strawberries and Raspberries – prices are slightly up. Blueberries and Blackberries – Prices are slightly down

Carrots: Prices are steady.

Cauliflower: Prices have dropped. Recommended good buy this week.

Citrus: Lemons- Strong market. Prices are starting to adjust down. Limes – Prices are slightly high this week,

Corn: California yellow and white corn available from Brentwood.

Cucumber: Prices are slightly up this week.

Figs: Black Mission, Calimyrna and Candy Stripe 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. Recommended good buy.

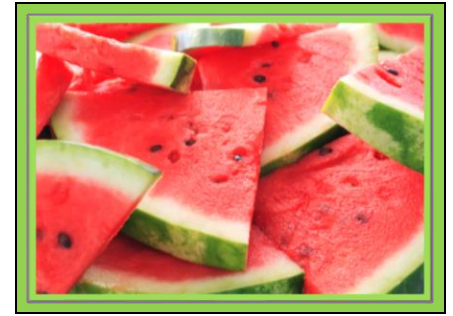
Onions: Prices are steady.

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

Stonefruit: We are nearing the end of stone fruit season. Plums and nectarines are the best options as the season winds to an end.

Tomatoes: Prices are steady. Happy Boy Farms Heirloom Tomatoes also available. The aroma and taste are sun kissed!

A hot August nigh perfect snack! Watermelon, Kajiko mint and Feta cheese.



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.