



PACIFIC PRODUCE

NEWS ALERT

- ❖ **Strawberries:** The recent rain affecting Northern California has hastened the end of the local strawberry season in Salinas and Watsonville, reducing product availability and triggering price increases. New crop from Oxnard and Baja California is expected to arrive mid-December creating a potential gap in strawberries. Market is tight and prices are spiking. Quality may be an issue as well so only order that which you will use in a day. Our buyers are doing their best to secure product to fill your orders. In the meantime, we suggest substituting with other berries when possible.
- ❖ Prices on **leafy greens** continue to be **extreme** this week. **Lettuces** (Iceberg, Greenleaf, Butter, Baby Gems, etc.), **Spring mixes, Spinach, Baby Spinach and Arugula** are still extremely high-priced due to weather-issues in growing regions. Romaine from Yuma, Arizona is in full swing right now and could work as a more affordable option.

PRODUCE SPOTLIGHT



Cara Cara Oranges: They are finally here! Mix them with Fennel, Kale and / or Spinach for the perfect winter salad. Call your Sales Rep for more information.



Good buy – Green Onions

Questions about your wholesale produce options in the Bay Area?

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

Seasonal Menu Items

CA Meyer lemons
Pomegranates
Fuyu Persimmons
Chicories
Celery Root
Rainbow & Swiss Chard
Local Beets

Good Buys

Mangoes
Zucchini
Brussel Sprouts
Green Onions

OVERVIEW & OUTLOOK

Avocados: Market has finally adjusted down. Supplies are steady and prices have dropped.

Broccoli: Prices remain high this week. Crops have slowed down as fields are experiencing lower yields, lighter weights and off quality.

Brussel Sprouts: Recommended good buy this week.

Cauliflower: Prices are adjusting down this week.

Citrus: Lemons & Limes – Prices are steady
Oranges – Prices are slightly up this week on juicing oranges which are now coming from Mexico. California Navels now available.

Greens: Prices remain extreme this week due to weather-issues in growing regions.

Melon: Melons are all from Mexico. Prices up slightly.

Onions: Prices are steady. Green Onions prices have dropped.
Recommended good buy this week.

Peppers: Red Bell Peppers prices continue to increase this week. On the other hand, Green Bells are slightly down.

Squash: Hard squashes – Recommended good buy. Perfect for hearty winter meals.

Tomatoes: Prices are adjusting down. Romas are showing the best color. All product is now coming from Mexico.



Good buy – Zucchini

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.