



PACIFIC PRODUCE

NEWS ALERT

- ❖ Overall prices are increasing this week due to the higher demand of product around the holidays.
- ❖ **Strawberries:** Market continues to be tight and prices are high. We are getting the first shipment from Baja California this week. The incoming product is expected to adjust the market back down.
- ❖ Prices on **leafy greens** continue to be **extreme**. **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 convenient option.
- ❖ **Red Bell Peppers** are limited and prices are on the rise. New crops of green bells are being harvested right now, not allowing the time for the peppers to ripe into red. This situation is expected to improve as we advance into the season.

PRODUCE SPOTLIGHT



Citrus: Citrus season is in full swing! Meyer lemons, Cara Cara oranges, Blood oranges, Satsuma mandarins & more now available for your festive menu. Call your sales rep for more info.



Good buy – Pineapples

**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

Pineapples
Cauliflower
Citrus
Tomatoes

OVERVIEW & OUTLOOK

Avocados: Supplies and prices are steady.

Asparagus: Prices are increasing this week due to the higher demand for the holidays. Product is now coming from Mexico.

Broccoli: Prices steady this week.

Brussel Sprouts: Local product. Prices are slightly up due to the holiday demand.

Cauliflower: Prices have continued to drop this week. Recommended good buy.

Cilantro: Prices are high this week due to weather issues.

Citrus: Prices are steady.

Cucumbers: Prices are on the rise this week.

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

Melon: All melon prices are steady.

Onions: Prices are steady.

Peppers: Red Bell Peppers are becoming limited and prices are high.

Squash: Hard squashes still available. Perfect for hearty winter meals.

Tomatoes: Romas are showing the best color. All product is now coming from Mexico. Recommended good buy this week.



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.