



PACIFIC PRODUCE



Happy Holidays!

NEWS ALERT

- ❖ **Strawberries** and **Raspberries** prices are extreme due to freezing weather in the growing regions of Mexico.
- ❖ **Green Onions** and **Melons** are also experiencing price increases due to the freezing weather in Mexico that has affected the crops.
- ❖ **Cilantro** is gapping as we transition into Dessert crops. Market is tight and prices are high.
- ❖ **Bell Peppers** are now coming from the Desert. **Red Bells** are still not plentiful (new crops or green are being harvested right now not allowing the time for the peppers to ripe into red) and prices remain high.
- ❖ **Lettuces** prices are finally adjusting down. All types of Romaine continue to be a recommended good buy.

**Questions about your
wholesale produce
options in the Bay
Area?**

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

PRODUCE SPOTLIGHT



Roma Tomatoes: Plentiful & good priced. Use them to make a hearty sauce to go on your holiday menu or for a New Year's Cioppino.

Seasonal Menu Items

CA Meyer lemons
Citrus: Satsuma mandarins,
Kumquats, Blood oranges,
Cara Cara oranges
Pomegranates
Fuyu Persimmons
Celery Root
Rainbow & Swiss Chard
Local Beets

Good Buys

Cauliflower
Oranges
Eggplants

OVERVIEW & OUTLOOK

Avocados: Supplies are steady and prices are under \$40 this week.

Berries: Strawberries & Raspberries prices are extreme due to freezing weather in the growing regions of Mexico. Blueberries & Blackberries are steady.

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

Brussel Sprouts: Local product available.

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

Cilantro: Gapping. Expect higher prices and off quality.

Citrus: Lemons & Limes – Prices are steady
Oranges – Recommended good buy. If you're looking for a sweeter blend, ask your sales representative about a 50/50 alternative.

Eggplant: Recommended good buy this week.

Greens: Lettuces prices are finally adjusting down. All types of Romaine are showing good prices.

Melon: Melon prices are seeing increases due to weather issues in growing regions of Mexico.

Onions: Green Onions are high priced due to weather issues in Mexico

Peppers: Red Bell Peppers still not plentiful and high priced. Product is coming from the desert.

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

Tomatoes: All product is now coming from Mexico.



Good buy – Eggplant

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.