



PACIFIC PRODUCE

NEWS ALERT

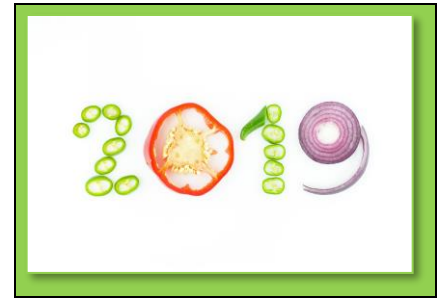
- ❖ Freezing weather in the growing regions of Mexico is affecting the following items: **green onions, cilantro, cucumbers, melons, zucchini, yellow squash, asparagus**. Expect higher prices and fair quality.
- ❖ **Lettuces** and **greens** are finally adjusting down to regular winter pricing.
- ❖ **Juicing oranges** is showing improved flavor. However, we will continue to send mixed cases of Valencia and Navels this week. We expect fruit brix to continue to improve in the upcoming weeks.

PRODUCE SPOTLIGHT



Mandarins: Did you know that in Chinese culture mandarins & tangerines represent wealth and good luck? Start off your 2019 right by stocking up on some delicious mandarins. Keep in mind that higher demand

for Chinese New Year may raise the prices and reduce their availability.



Happy Holidays!

**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
Citrus: Satsuma mandarins,
Kumquats, Blood oranges,
Cara Cara oranges
Pomegranates
Local Brussel sprouts
Celery Root
Rainbow & Swiss Chard
Local Beets

Good Buys

Cauliflower
Eggplant
Brussel Sprouts

OVERVIEW & OUTLOOK

Avocados: Prices are slightly up this week.

Berries: Strawberries & Raspberries prices adjusted down this week. Blueberries & Blackberries are steady.

Broccoli: Prices steady this week.

Brussel Sprouts: Local product available. Recommended good buy

Cauliflower: Product of USA. Recommended good buy.

Cilantro: Gapping. Expect higher prices and off quality.

Citrus: Lemons & Limes – Prices are steady
Oranges – flavor is showing improvement. However, we will continue to send mixed cases of Valencia and Navels this week. We expect fruit brix to continue to improve in the upcoming weeks.

Eggplant: Recommended good buy this week.

Greens: Lettuces and greens are finally adjusting down to regular winter prices.

Melon: All melon prices are high this week due to weather issues in growing regions of Mexico.

Onions: Prices are steady. Green Onions continue to be high priced due to weather issues in Mexico

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

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

Tomatoes: Coloring of round tomatoes is a bit light. Our buyers are diligently searching the market for the best quality product available.



Good buy – Brussel Sprouts

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.