



# PACIFIC PRODUCE

## NEWS ALERT

- ❖ Limes might hit extreme market status this week due to weather related/rain issues in the growing regions of Mexico. Prices remain high. Supplies are limited.
- ❖ Cauliflower prices are high this week due to freezing weather in the coastal growing regions. Supplies are limited. Some quality issues may arise, such as problems in coloring and spotting.
- ❖ Melon prices remain high due to freezing weather in the growing region of Mexico.
- ❖ Banana supplies continue to be limited and prices remain high due to weather related/rain issues in the tropical growing regions of Central America. Fruit is arriving unripe. When possible, order a head to allow ripening in your kitchen. This issue is expected to continue for at least another month.

## OVERVIEW & OUTLOOK

**Asparagus:** Good value Mexican asparagus available. California asparagus from Salinas/Gonzales area now available. Delta asparagus is expected to hit the market during the first week of March.

**Avocados:** Size 48 avocados from California are now available in the market. Size 60 avocados are still Mexican fruit and the prices are dropping.

**Bananas:** Limited availability and high prices caused by weather related/rain issues in the tropical growing regions of Central and South America. This issue is expected to continue for at least another month. Supplies are tight. Fruit is arriving unripe. When possible, order ahead to ripen in your kitchen.

**Bell Peppers:** Pricing steady on all colors.



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

**Contact us!**

**Phone:** +1 (650) 583 8396

**[www.pacificproduceonline.com](http://www.pacificproduceonline.com)**

### Seasonal Menu Items

California Avocados  
Heirloom Artichoke  
Meyer Lemon  
Clementines  
Kumquats  
Escarole  
Local Brussel Sprouts  
Leeks

### Good Buys

Local Brussel Sprouts (only a couple of weeks remaining!!!)  
Strawberries  
Juicing Oranges  
Tomatoes

**Berries:** Strawberry – Recommended good buy this week. However, prices and quality might be affected by the rain forecasted for the end of the week.

**Berries:** Black – expected to rise in price due to freezing weather in growing region.

**Berries:** Blue – expected to rise in price due to freezing weather in growing region.

**Broccoli / Broccolini:** Prices on the rise due to freezing weather in the coastal growing regions.

**Brussel Sprouts:** Local supply will be gone in the next two weeks. Recommended good buy this week.

**Cauliflower:** Prices are high this week due to freezing weather in the coastal growing regions. Supplies are limited. Some quality issues may arise, such as problems in coloring and spotting

**Citrus:** Lemons – California fruit and prices are steady. Meyers also available.

**Citrus – Limes:** Limes are expected to hit extreme status this week due to weather related/rain issues in the growing regions of Mexico. Prices remain high. Supplies are limited.

**Citrus - Oranges:** CA navels available. Showing great sugar.

**Citrus – Other:** Satsumas, Mandarins, Clementines, Cara Caras, and Meyer lemons all available.

**Greens:** Spring six, spinach, arugula, and baby kale – winter pricing in effect.

**Lettuce:** Prices are beginning to rise. New crop harvest may be hampered by expected rains.

**Potatoes:** Yukon A potato supply is limited. Yukon Bakers are recommended for customers looking for a larger product for specific cuts. For mashed, we recommend a number 2 or B for cost effectiveness.

**Squash:** Hard squash varieties are plentiful.

**Tomatoes:** Prices and supplies are steady.



## 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.