



PACIFIC PRODUCE



NEWS ALERT

- ❖ Overall prices are high this week due to freezing weather/rain affecting the crops. Expect some quality issues.
- ❖ **Lettuce** prices are increasing this week due to freezing weather that resulted in damaged crops. Expect quality issues such as blistering, epidermal peel and burn in almost every variety. Winter crops are finishing up in the desert and we can expect CA lettuces in the next couple of weeks.
- ❖ **Mushroom**'s supplies are limited due to damage in crops in the growing regions. Expect quality and size issues.
- ❖ **Cauliflower** prices remain high due to freezing weather in the coastal growing regions. Supplies are limited. Some quality issues may arise, such as problems in coloring and spotting.
- ❖ **Limes** prices remain high due to weather related/rain issues in the growing regions of Mexico. We expect prices to steady in the upcoming weeks.
- ❖ **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 still available. California asparagus from Salinas/Gonzales area now available. Delta asparagus is delayed due to weather related issues.

Avocados: Size 48 avocados from California are now available in the market. Size 60 avocados are still Mexican fruit and the prices are dropping. Recommended good buy this week.

Questions about your
wholesale produce
options in the Bay
Area?

Contact us!

Phone: +1 (650) 583 8396

www.pacificproduceonline.com

Seasonal Menu Items

California Avocados
Meyer Lemon
Escarole
Local Brussel Sprouts
Leeks

Good Buys

Mexican Avocados
Juicing Oranges
Local Brussel Sprouts (One
more week!!)

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

Bell Peppers: Pricing steady on all colors.

Berries: Strawberry – Prices are steady this week.

Berries: Black – Prices are steady this week.

Berries: Blue – Prices are steady this week.

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

Brussel Sprouts: Local supply will be gone soon. 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: Prices remain high due to weather related/rain issues in the growing regions of Mexico. Supplies are limited.

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

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

Lettuce: prices are increasing this week due to freezing weather that resulted in damaged crops. Expect quality issues such as blistering, epidermal peel and burn in almost every variety. Winter crops are finishing up in the desert and we can expect CA lettuces in the next couple of weeks.

Potatoes: Yukon A potato supply is still 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.