



PACIFIC PRODUCE

NEWS ALERT

- ❖ As we continue transitioning into Spring crops in California, expect some quality issues and smaller size products, specifically on Romaine and lettuces.
- ❖ **Garlic** prices remain high this week due to a shortage in the market caused by China's withholding of product. We are sourcing #1 garlic from CA but the strong demand might cause shortages towards the end of the week. We are expecting this situation to continue for at least a couple of weeks.
- ❖ **Raspberry** prices are high this week. On the other hand, **strawberry** prices are dropping after weeks of limited availability.
- ❖ **Melon** and **Honeydew** prices are up this week due to a limited harvest in the growing regions of Mexico. **Watermelon**, however, is plentiful and prices have dropped this week.
- ❖ **Lime** prices remain high this week due to weather-related issues in the growing regions of Mexico. We anticipate the annual drop in lime pricing after Cinco de Mayo.

OVERVIEW & OUTLOOK

Asparagus: Season Favorite! All California #1 available from Delta and Salinas.

Avocados: Both 48 and 60 count available. California #1s.

Bananas: Prices have continued to level this week.

Bell Peppers: Pricing steady on all colors.

Berries: Strawberries – Prices have dropped after weeks of limited availability



Questions about your wholesale produce options in the Bay Area?

Contact us!

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www.pacificproduceonline.com

Seasonal Menu Items

California Avocados
Delta Asparagus
Citrus
Cabbage and Radishes

Good Buys

Regular Broccoli
Cauliflower
Yellow Squash
Zucchini
California Juicing Oranges

Raspberries – Prices are spiking this week due to weather-related issues.

Broccoli / Broccoli Crown: Market has adjusted back down. Regular broccoli is a recommended good buy this week.

Brussel Sprouts: All Mexican product. Expect product to be smaller during the first few harvests.

Cauliflower: Recommended good buy this week.

Citrus: Lemons – California fruit and prices are steady. Sizing is smaller and can be irregular.

Limes – Limited on bigger sizes. 280 and 230 products arriving smaller in size.

Citrus - Oranges: CA Navel and Texas Valencia available. Showing great sugar.

Cucumber: Prices are steady.

Greens: Spring mix, spinach, arugula, and baby kale – Transitioning to regular pricing as we go back to local crops.

Lettuce: Market starting to adjust back down. Andy Boy Romaine lettuce now available, but with the first few new harvests expect sizing and color to be inconsistent.

Mushrooms: Market is leveling after weeks of limited availability.

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. Recommended good buy this week.

Squash: Zucchini and Yellow Squash are plentiful and a value add to your menu.



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.