

[Click here to learn more about PWPM!](#)



## Fall in Philadelphia

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The long, carefree days of August slipped away and September tiptoed in before we knew it. Determined yellow school buses are replacing laid-back beach cruisers and the weather is cooling with each passing day. But, not to worry - there's something reassuring about how one season gives way to another. The merchants of the Philadelphia Wholesale Produce Market embrace the approaching autumn and its stunning array of fruits and vegetables.

Just as some local seasonal produce is fading away, there's always something new the earth offers up, including apples, beets, broccoli, brussels sprouts, cauliflower, cranberries, parsnips, pumpkins, and winter squash. We love all things farm to table, local, and seasonal, but keep in mind that the Philadelphia Wholesale Produce Market **imports from around the world**. After all, the demand for fresh strawberries, avocados, and bananas never dwindles, so our merchants find efficient ways to bring “glocal” (global and local) to the Philadelphia region twelve months a year.

Visit us at [pwpm.net](http://pwpm.net) or, better yet, feast your senses in our fully-enclosed and fully-refrigerated facility at 6700 Essington Avenue. Even though the seasons change, one thing remains the same – our commitment to having “all the best, all right here.”

**Visit PWPM this September!**

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## **Energize the Back To School Lunchbox**

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Arming the next generation with healthy habits is an investment in the future. If you're in the business of selling produce or a parent who wants to give your family nourishing options, it all starts with education. From nutritional value, to where and how a crop is grown, to pricing - our merchants are EXPERTS who love to share their knowledge with their customers and their customers' customers!

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**Start the school year off right with these tips to wake up any lunch box:**

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### **Break free of the sandwich rut:**

Consider options like quiches, pastas, burritos, and soups – filled with healthy fruits and veggies, of course.

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### **Give the kids a say:**

Bring them along to the produce aisle and empower them to help with the decision making.

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### **Share the health:**

Send an extra helping of grapes or carrots and hummus. Kindness and food should never be wasted.

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### **Knowledge is power:**

Share some fun facts with your kids about their produce. For instance - 25% of an apple's volume is made up of air, that's why they float! And, what's the most consumed fruit in the world? The Mango (although everyone guesses banana).

**Visit PWPM for more info!**

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## **Meet the Merchants!**

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The Philadelphia Wholesale Produce Market is made up of 21 unique wholesalers. Each business has its own story and history. Every month, we'll give you a brief glimpse into two of them.



*The JVI Sales Team L-R: Manny Herrero-Torres, Andrew Powers, Marco Matta, Joe Killian, Sal Dolce, Dan Capone, Tom Allen, Dave Carroll, Kelly McCoy, Kelsey Rose, Dan Vena, Katelyn Repash. Not pictured, Jose (Blue) Flores.*

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### **John Vena Inc. – Units F-1 to F-6, F-9, D-4**

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John Vena Inc. – AKA JVI – is celebrating its 100<sup>th</sup> Anniversary! Founded on the original Philadelphia Dock Street Market in 1919, we are still family owned and operated to this day. Our team is led by John Vena III with fourth generation Dan Vena at the helm of our Sales & Buying team. But, we are more than just a family by name – we are 85 people who come to work every day excited about the JVI mission: to make the business of food more interesting, more exciting, and more fun for our customers and their customers.

Focusing on specialty for decades, we offer the widest selection of niche products on the Philadelphia market, including gourmet and heirloom items, Asian and Latino specialties, a full line of year-round herbs, and high quality basics like greenhouse vegetables. Ask about our on-site avocado, banana, plantain, and mango ripening facility!

JVI is SQF Level II Food Safety Certified and a Certified Organic Handler.



Phone 215-336-0766 | Fax 215-336-2812

Email [info@johnvenaproduce.com](mailto:info@johnvenaproduce.com)

Website [johnvenaproduce.com](http://johnvenaproduce.com)

**Learn More**



*L-R: Michael Lombardo, Rob Cantando, Todd Penza, Alex Penza, and Michael Mastero*

### **Pinto Brothers, Inc. – Units C-2, G-7 to G-9**

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Pinto Brothers Inc. began in 1972 at the Philadelphia Regional Produce Market on Galloway Street in south Philadelphia. In June of 2011 the state of the art Philadelphia Wholesale Produce Market opened on Essington Avenue. Pinto Brothers Inc. has spanned 3 generations of passionate produce sellers. We pride ourselves in delivering fresh and sustainable products.

Pinto Brothers works to provide fresh, safe, and sustainable produce to the Philadelphia Region.

We strive to meet the demands of restaurants, retail, and wholesale clients through quality products and timely service. Our family-owned business provides a variety of seasonal fruits and vegetables through important relationships with local growers. Our family has been in the business for three generations and continues to grow as the produce industry is ever-changing. We also offer trucking services through A. Penza, Inc.

Primus GFS Certified.

Phone 215-336-3015 | Fax 215-336-5422

Email [Info@PintoBrothers.com](mailto:Info@PintoBrothers.com)

Website [pintobrothers.com](http://pintobrothers.com)

[Learn More](#)



### September Dates to Celebrate!

**September 2** – Labor Day

**September 8** – Grandparents' Day

**September 16** – National Guacamole Day

**September 23** – Fall Begins

**September 29-October 1** – Rosh Hashanah

