

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



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## **Welcome 2020!**

2019 is a wrap. We thank the past year for all the lessons it taught us, the people it brought through our doors, and the opportunity to do things even better in 2020.

## A Look Back

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### Tours

Throughout the year, we hosted groups from as far away as Australia, Chile, and South Africa. We also welcomed the dad and his daughter who are opening an organic greenhouse just outside of Philadelphia and the farmer from North Carolina who insisted on shaking hands with the merchants who buy his corn. Culinary arts programs, universities, and local high schools use the Philadelphia Wholesale Produce Market as a “must visit” destination. Departments of Agriculture from nearby states like to stop in and, yes, make sure we’re displaying their banners to promote Jersey Fresh, PA Preferred, and Delaware Grown. Neighborhood co-op groups, juice bar operators, chain stores, brokers, and mom and pop shops all came in to see the variety, quality, and value that our merchants proudly offer to the region. We welcome you to check out our

website at [pwpm.net](http://pwpm.net) and click on “get in touch” to request a tour.

### Book a Tour



### Lights, Camera, Action!

The Philly Market was grateful to be featured in some excellent videos this year, including: [Weekend Philler](#), PHL, Channel 17 • PWPM [Website](#) • [Philaport](#) video and [WHYY's You Oughta Know](#), PHL-12



## The NY Produce Show

In 2019, we retooled our booth space to include the coolest man at the NYPS - "Chilly Philly" - a shivering mascot to symbolize that the PWPM maintains a crisp temperature of 50 degrees all day, every day. We also gave away fashionable and functional beanies to further illustrate the Philly Market's chill environment that keeps produce at its peak. Finally, the crowd spoke and we listened. Several hundred Italian and veggie hoagies were made fresh in the city of brotherly love and driven straight to the trade show to give people a delicious taste of Philly!

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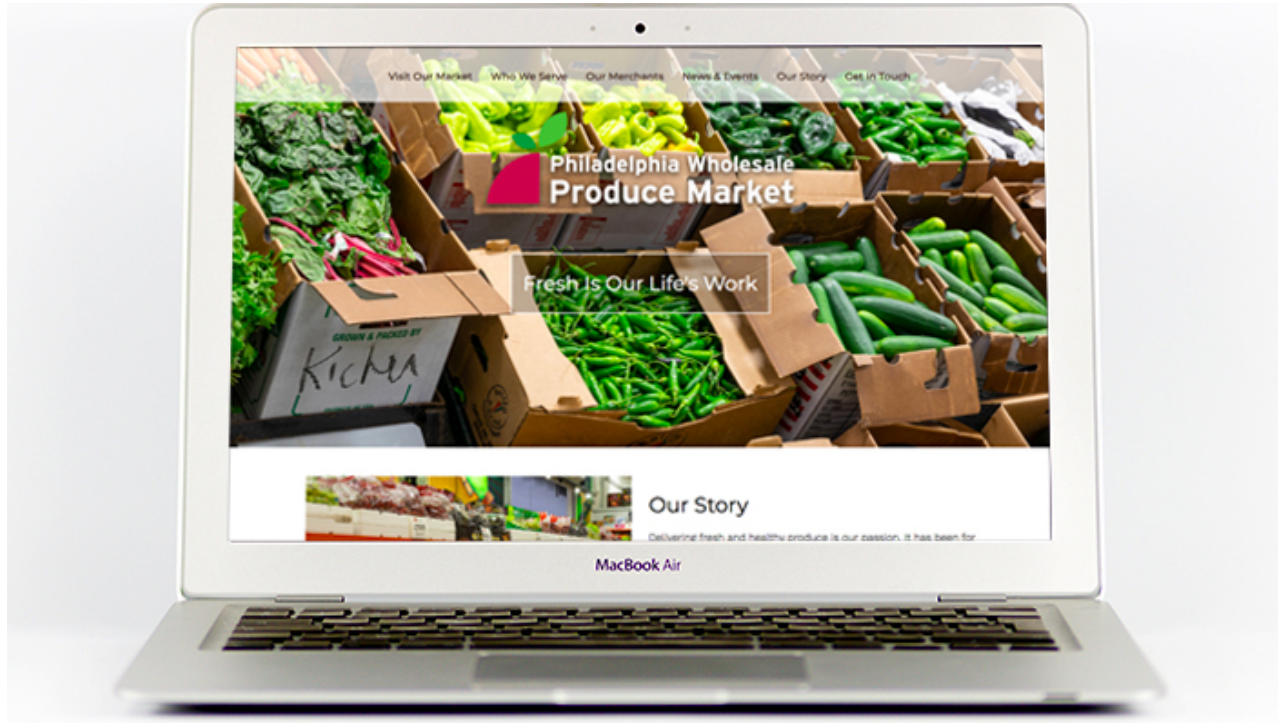
## A Look Ahead!

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Our ultimate goal over the next year is to become a **zero waste facility**. Through the following initiatives, we continue to pursue best practices that lead to environmentally friendly and cost-saving strategies to benefit customers, suppliers, growers, employees, and our community:

- Our merchants collaborate with [Philabundance](#) in a “produce rescue” program. Produce that may go unsold due to size, color, or appearance is gleaned by Philabundance volunteers. Last year, over 440,000 lbs. of nutritious fruit and vegetables was diverted from the landfill and instead sent to our food-insecure neighbors.
  - [Feeding Pennsylvania](#). The MARC (Mid-Atlantic Regional Cooperative) is a produce distribution system located right inside the PWPM. Produce that is normally consigned and runs the risk of being unsold and landfill-bound, is bought or donated to MARC and they in turn distribute approximately 1.5 million lbs. of produce each month to 23 food banks from New England to Virginia.
- For produce that can't be used by hunger relief organizations, the PWPM sends organic waste material to livestock farms to be used as feed.
  - We recycle plastic, cardboard, and wood pallets.
- The PWPM has partnered with a new innovative firm to convert our food waste into energy and useful byproducts, thanks to a technology known as anaerobic digestion. We'll keep you

posted as we get more immersed in our partnerships to eliminate waste, save money, and help the environment!



## We Click!

We've got a shiny new website! Check it out at [pwpm.net](http://pwpm.net) or [phillyfreshproduce.com](http://phillyfreshproduce.com)

Our New tagline - “Fresh is Our Life’s Work” – was developed to tell the story of WHY we do what we do. Those five words reveal not only our long legacy of supplying the region with nutritious produce, but our lasting commitment to pursuing the best produce the world has to offer.

## Visit Our Website



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FORWARD TO A FRIEND