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## **March at the Market**

March can be a bit of a wild card. Although the calendar proclaims an official end to Old Man Winter, we know that Mother Nature gets the final word. The impulsive temperament of March may keep us off balance, but it's reassuring to know that we can rely on the Philadelphia Wholesale Produce Market's continuous supply of fresh produce all year long.

For generations, our merchants have established relationships with growers around the globe to ensure that fresh fruit and vegetables arrive via truck, train, air, or cargo ship 24 hours a day, 7 days a week. Of course, we prize locally grown when it's in season, but during the dormant winter months, we can indulge in buttery mangos, juicy strawberries, creamy avocados, sweet corn, and spicy jalapenos!

As winter gives way to spring, don't forget to include fruit and veggies into the madness of March!



## **March 8 – Daylight Saving Time**

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Remember to spring ahead! On Sunday, 3/8/2020 set your clock forward from 2:00 AM to 3:00 AM. While we lose an hour of time, we gain an extra hour of light and the knowledge that we're on our way to springtime! Celebrate with a thyme cocktail!!!

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## March 14 – Pi Day

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Pi Day is the perfect excuse to channel your inner geek. It not only celebrates the birthday of the great scientist and mathematician Albert Einstein, but it commemorates the beloved mathematical constant 3.14... So, make a delicious pie to honor this never-ending number. No quiz, we promise!

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## **March 17 – St. Patrick's Day**

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Traditionalists may only think of three produce items for St. Patty's Day – potatoes, cabbage, and green onion, but we like to think in terms of the rainbow that leads to the pot of gold. Your guests will feel the luck of the Irish when you serve them a healthy, colorful meal!

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## **March 20 – First Day of Spring**

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1st Day of Spring. Yes, finally! In the Northern Hemisphere, the sun shines directly on the equator and the length of day and night are nearly equal. For centuries, people have celebrated the end of harsh winters and welcomed the promise of summer fruits. There are endless ways to roll out the red carpet for Spring. Why not start by visiting the PWPM and seeing all the ways the bountiful earth has once again provided for us?

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**Thanks to these recent visitors to the market!**

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Ester and her team plan to put together a Pop-Up Food Hall – Gather Hall - in North Philly to tackle food insecurity and make healthy eating options more accessible to the many college students in the Philly region who can't make ends meet. Look for an April 2020 opening!

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The Feeding PA Team was proud host Pennsylvania Representative Donna Bullock and her son,

Xavier. They discussed operations at the PWPM and the Mid-Atlantic Regional Cooperative (MARC) as well as ways to reduce food waste.

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Temple University's Fox School of Business stopped by to discuss with merchants the best practices on reviving a food buying club that services over 100 families. The idea is pool resources and buy in bulk directly from wholesalers rather than retail, saving time, money, and increasing access to nutritious produce.

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Gloucester County Institute of Technology, School of Culinary Arts, had their first ever visit to the Market. These future chefs loved learning about the Market!



Feeding Pennsylvania hosted a press conference at the Philadelphia Wholesale Produce Market with Senator Pat Toomey and Congressman Brian Fitzpatrick to discuss the bipartisan



Food Donation Improvement Act, which would strengthen liability protections for food donors and make it easier for small businesses and farmers to donate safe, wholesome food that could otherwise go to waste.

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Donte Lewis (left) of North American Produce Company talks to first time visitor, Devin Latimore (right) of Vegan Food Corp, a new start-up out of the Enterprise Center in West Philly. We're rooting for you, Devin!



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