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## Bring on Spring!



It's a bit of a mystery how April got its name. Some speculate the fourth month is named for the goddess Aphrodite. Another popular premise, however, is that the word is rooted in the Latin *Aprillis*, meaning "to open," alluding to the blossoming and opening of flowers and trees in early Spring.

Going with the "open" theory, the Philadelphia Wholesale Produce Market loves when the earth begins to awaken. April starts the annual dance with nature and the promise of fresh harvests. We relish the opportunity to support local farms and offer our customers the finest in Jersey Fresh, Pennsylvania Preferred, and Delaware Grown. But, of course, we have a constant influx of fresh produce from around the country and from far away ports arriving on a daily basis.

The origins of April's name may be a bit murky, but you can always be assured of the old saying that *April is a promise that May is bound to keep.*

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## Speaking of Open, Did You Know We Are Open to the Public?



While we're *mainly* a business to business operation, the merchants of the Philadelphia Wholesale Produce Market are proud to share the benefits of wholesale with the people of our region.

**No membership fee or business license is required to enter the Market, but the following is important to keep in mind:**

- We have 19 businesses with salespeople who are happy to assist you.
  - Produce must be purchased by the case or carton.
  - Bring a light jacket; the Market is kept at about 50 degrees.
- It's a good idea to bring a hand truck if you plan on buying more than one case.
  - Wear your walking shoes - the concourse is ¼ mile long.
  - Some of our businesses accept credit cards, but cash is king.
    - Masks are a must.
    - The Market is wheel chair accessible.
  - Visit [pwpm.net](http://pwpm.net) for our hours and entry fees.



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## April Dates to Celebrate!

April 1 – April Fool's Day  
April 2 – Good Friday

April 3 – Last Day of Passover (began on March 27<sup>th</sup>)

April 4 – Easter

April 12 – First Day of Ramadan (ends May 11<sup>th</sup>)

April 22 – Earth Day

April 28 – National Blueberry Day

### **EASTER HOLIDAY HOURS**

**CLOSED: Sunday, April 4**

**OPEN: Monday, April 5**

**4AM for Receiving | 8AM for Customers**

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## **Please note our NEW Customer Hours beginning January 2021**

Sunday 9:00 am to Sunday 12:00 pm

Sunday 7:00 pm to Monday 11:00 am

Monday 7:00 pm to Tuesday 11:00 am

Tuesday 7:00 pm to Wednesday 11:00 am

Wednesday 7:00 pm to Thursday 11:00 am

Thursday 7:00 pm to Friday 11:00 am

*PLEASE NOTE THAT EVERYONE ENTERING THE PHILADELPHIA WHOLESALE PRODUCE MARKET IS REQUIRED TO WEAR A MASK OR APPROPRIATE FACIAL COVERING. THIS IS FOR OUR PROTECTION AS WELL AS YOURS.*



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**Our mailing address is:**

6700 Essington Ave, Philadelphia, PA 19153

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