

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

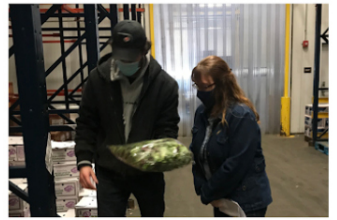


A Year Like No Other

At the close of 2019, we all expected that 2020 would hum along predictably with business as usual. What we got instead was a global pandemic that wreaked havoc on our lives, our economy, and our future.

We can't gloss over how devastating and complicated 2020 was, but we can emerge having learned some valuable lessons. First and foremost, we need each other. Suppliers, shippers, brokers, drivers, employees, and customers – we value every one of you. We also discovered that we can operate in a safe and smart manner. No one was sure how COVID-19 would affect our work environment, but we took measures to increase sanitation, mandate masks and distancing, and follow state safety guidelines for an essential business. Lastly, we found a renewed sense of pride in what it means to be part of an industry that contributes to a healthy lifestyle.

Here's a look at some tour groups from 2020 (before and after masks). Our merchants love to interact with anyone who shares a passion for fresh produce. The PWPM welcomed a variety of visitors – high school students, MBA candidates, organic farming researchers, restaurant owners, farm stand entrepreneurs, and the United States Under Secretary of Agriculture – just to name a few.



Resolve to Eat Better in 2021



As the clock ticks toward a new year, the time is right to reflect on fresh goals. Many cultures around the world believe that what you eat not only affects your health but your luck as well. Check out some of these "lucky" foods and roll the dice that 2021 will bring you good fortune!

- Round fruits like oranges, apples, watermelon, plums, and pomegranates are said to ward off bad luck and symbolize the year coming full circle.
- Beans such as black eyed peas and lentils “swell” as you cook them, signifying prosperity and growth.
- Greens including cabbage, spinach, and arugula are the color of money. The more you eat,

the greater the fortune you will have in the coming year.

- Grapes - eat 12 at midnight on New Year's Eve to ensure a sweet destiny in the year ahead.
- Root Vegetables – the root chakra is said to be the energy center that keeps us calm, grounded, and roots us in our core values and beliefs.

Whether you're superstitious or not, it's no coincidence that fruit and vegetables are on the lucky list. After all, they are a good source of vitamins, minerals, and dietary fiber and low in sodium, cholesterol, and calories.

DID YOU KNOW?

The United Nations General Assembly has designated **2021 the International Year of Fruits and Vegetables**, spotlighting their vital role in human nutrition and food security as well as urging efforts to improve sustainable production and reduce waste.

We look forward to serving you in 2021. Happy, healthy New Year!

New Market Hours

Sunday 9:00 am to Sunday 12:00 pm
Sunday 7:00 pm to Monday 10:00 am
Monday 7:00 pm to Tuesday 10:00 am
Tuesday 7:00 pm to Wednesday 10:00 am
Wednesday 7:00 pm to Thursday 10:00 am
Thursday 7:00 pm to Friday 10:00 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.





Copyright ©2021 Philadelphia Wholesale Produce Market, All rights reserved.

Our mailing address is:

6700 Essington Ave, Philadelphia, PA 19153

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

