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February at the Market!



February may be the shortest month of the year, but those 28 days (or 29 in a leap year) overflow with opportunities to highlight fresh produce! Check out some of the festivities that unfold during February 2022:

Chinese New Year – Tuesday, February 1st



Also known as the Lunar New Year or Spring Festival, Chinese New Year is celebrated at the second new moon following the Winter Solstice and marks the end of winter and the beginning of a long-awaited spring. Culminating with the Lantern Festival on February 15th, this year's Chinese Zodiac celebrates the Year of the Tiger. Dish up fruit and veggies that attract positive energy, luck, longevity, and prosperity such as tangerines, peaches, apples, watermelon, leafy greens, sugar cane, and dragon fruit.

Super Bowl 56 – Sunday, February 13th



In addition to pizza, wings, and nachos, you can score big with healthy and delicious options for your football fans. Avocados are a proven winner during Super Bowl, and according to the California Avocado Commission, approximately 13.2 million pounds of avocado are sold in preparation of the big game. In addition to everyone's favorite guacamole, serve up nutritious fruit and veggie trays, jalapeno poppers, and spinach dip!

Valentine's Day – Monday, February 14th



Yo, the Philly merchants feel the love in the air and are stocked up on long stem strawberries, red roses, sweet romance grapes, passion fruit, and pomegranates (which in Greek mythology symbolize the

goddess of love, Aphrodite). Show the people you care about the ultimate commitment by serving up heart-healthy recipes from [Forks Over Knives](#).

President's Day – Monday, February 21st



President's Day technically celebrates George Washington's birthday (2/22/1732) but also recognizes and honors the achievements of others presidents, particularly Abraham Lincoln and Thomas Jefferson and is celebrated on the third Monday in February. Please note our hours:



2022 PRESIDENTS DAY HOLIDAY HOURS:

CLOSED - SUNDAY, FEBRUARY 20TH
OPEN- MONDAY, FEBRUARY 21ST
3 AM FOR RECEIVING
8 AM FOR CUSTOMERS



February is also [American Heart Health Month](#) and [Black History Month](#). Find meaningful ways to celebrate how fresh produce is woven into the fabric of every aspect of our lives. Don't let the winter blues take hold, but instead embrace this month and incorporate fruit and vegetables into your routine to fight cold and flu season the natural way! February is a stark reminder that we can cozy up to traditional comfort foods or try some exotic specialties from a faraway port. And they're all right here at the [Philadelphia Wholesale Produce Market](#).



Just a Reminder - Wearing is Caring. Until further notice, masks or face coverings are required at Philadelphia indoor businesses and institutions.

Please Note Our Customer Hours

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



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Our mailing address is:

6700 Essington Ave, Philadelphia, PA 19153

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