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Welcome, October!

"The heat of autumn is different from the heat of summer. One ripens the apples, the other turns them to cider."

– Jane Hirshfield, American Poet & Essayist



There's nothing like fall in Philadelphia.

In the Northeast, October paints the landscape in lush colors and cooler temperatures set in motion some distinctive seasonal trademarks. Harvest festivals, apple picking, cozy sweaters, football season, and leaves crunching under our feet. Best of all, though, is a plentiful autumn harvest.

A walk around the [Philadelphia Wholesale Produce Market](#) will uncover apples, beets, broccoli,

cranberries, leeks, mushrooms, brussels sprouts, cabbage, cauliflower, celery, chard, eggplant, kale, peppers, potatoes, pumpkins, squash, turnips, watermelon, and so much more!

But, don't forget, our merchants search far and wide to bring you the best THE WORLD has to offer 12 months a year. Exotic, specialty, organic, tropical, pre-cut, custom ripened, repackaged – we cover all your produce needs.

Visit us at pwpm.net or, better yet, come in and explore “the street” to experience October at the Market for yourself. You'll soon understand our tagline, “fresh is our life's work.”

Save The Date!



Mark your calendar for December 5-7, 2023!

The New York Produce Show and Conference is a world-class event in a world-class city. This three-day event includes networking opportunities, a one-day trade show of over 400 companies, retail “thought-leader” breakfast panel, educational micro-sessions and tours of the region's vibrant industry, including local retailers, wholesalers, foodservice distributors, urban farms and unique eateries.

The Philadelphia Wholesale Produce Market will once again participate at the trade show on Wednesday, 12/6. Join us at booths 252-258 and meet Chilly Philly, the embodiment of our fully-refrigerated facility. Pick-up a warm beanie hat or a fresh veggie or Italian hoagie – back by popular demand – straight from the City of Brotherly Love!

Hope to see you there! For more information, visit nyproduceshow.com.

October Trivia

Going back generations, chiseling ghoulish grins into turnips, radishes, and potatoes was a common practice in Ireland and other Celtic nations. This spooky tradition was part of Samhain, an ancient pagan festival meaning “summer's end,” which later evolved into All Hallow's Eve on October 31st. The Celts believed that the lanterns would ward off the spirits of the dead, who were

thought to mingle with the living.

In Germany, the first Oktoberfest was held on October 12, 1810, to celebrate the royal marriage of Prince Ludwig to Princess Therese. Beginning in 1811, organizers introduced an agricultural show to the event to promote the traditions of Bavarian agriculture and to boost the economy for farmers.

October Dates to Celebrate!



October
Is Breast Cancer
Awareness Month

October 1st (Sunday) – World Vegetarian Day

October 4th (Wednesday) – National Kale Day

October 12th (Thursday) – National Farmers’ Day
October 15th (Sunday) – National Mushroom Day
October 21st (Saturday) – National Apple Day
October 26th (Thursday) – National Pumpkin Day
October 31st (Tuesday) – Halloween

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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