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February at the Market



Gloomy. Raw. Icy. Dark. Frosty. Gray.

These are just a few adjectives to describe February.

While all those descriptions may be true, it's also true that February underlines how important fruit and vegetables are to our well-being. Fresh produce delivers essential vitamins, minerals, and fiber, and can help fortify our immune system and strengthen our body's natural defenses against cold and flu season.

What's more, fresh fruit and vegetables are delicious, versatile, and low in calories. Nutrient-rich diets may shield us against cancer, heart disease, diabetes, high blood pressure, and stroke.

Fresh produce can help us maintain a healthy weight and a healthy budget.

During these bitter winter days, embrace time-honored comfort foods or throw a little wonderment into winter with exotic specialties from distant ports.

Healthy. Proactive. Upbeat. Hands-On. Positive. Optimistic.

These are just a few adjectives to describe February.

Let the Philadelphia Wholesale Produce Market inspire you all month long during February's festivities!



Chinese New Year - Saturday, February 10th

In 2024, the Lunar New Year (aka Chinese New Year) ushers in the year of the Dragon! Celebrated on the second new moon after the winter solstice, the Lunar New Year is one of the most important holidays in China and other Asian countries. Festivities, parades, music, and feasting continue for two weeks, culminating with the Lantern Festival on February 24th. Serve up fruit and veggies that attract positive energy, good luck, and prosperity such as tangerines and oranges (happiness), grapes (abundance), leafy greens (longevity), and sugarcane (success)!



Super Bowl 58 - Sunday, February 11th

No matter what team you're backing this year, game day is a great opportunity to offer football fans a delicious and nutritious spread. Think "better for you" options – including lots of guacamole – and throw in some roasted brussels sprouts, bell pepper nachos, sweet potato skins, vegan stuffed mushrooms, and of course spinach and artichoke dips! Super Bowl Sunday doesn't have to derail your healthy eating goals.

Check out thepioneerwoman.com for some flavorful fuel ideas!
