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Welcome 2024



Happy New Year!

*“New Year – a new chapter, a new verse, or just the same old story? Ultimately, we write it.”
~ Alex Morritt (poet, lyricist, author)*

Cheers to a new year.

As we bid farewell to 2023, we not only welcome 2024, but we’d like to express our deepest gratitude to our employees, customers, drivers, inspectors, brokers, selectors, shippers, growers, and ALL of our partners in the fresh produce industry. It’s not always an easy business, but one that is rewarding beyond measure. You help us live up to our tagline that “fresh is our life’s work.”



This year, we hosted more than 25 tours with groups as wide-ranging as juice bars, trade schools, vegan chefs, produce associations, culinary academies, restaurants, bodegas, universities, supermarkets, non-profits and everything in between. Part of the power of the [Philadelphia Wholesale Produce Market](#) is that we are accessible to the public so that we can share the benefits of buying in bulk with everyone.

12 years after opening our doors, we proudly welcome anyone who is curious to see the inner workings of a state-of-the-art wholesale produce market. We love to talk produce! You can schedule a walk-through by visiting <https://phillyfreshproduce.com/request-a-tour/> or feel free to come “walk the street” on your own.