

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



---

**Welcome, October!**



**"In October any wonderful unexpected thing might be possible."**

*~ Elizabeth George Speare, American writer (1908-1994)*

As hard as it is to say goodbye to summer, we're soon spellbound by the exquisiteness of Autumn.

Our senses are commandeered by the lush landscape of changing colors, leaves crunching under our feet, cool temperatures, campfires, and endless fall festivals.

There is something distinctively appealing about Autumn, not the least of which is its flavorful, colorful, and bountiful harvest.

We invite you to take a stroll around the [Philadelphia Wholesale Produce Market](http://www.pwpm.net) where you'll encounter an abundance of seasonal produce including apples, beets, broccoli, cranberries, leeks, mushrooms, brussels sprouts, cabbage, cauliflower, celery, chard, eggplant, kale, peppers, potatoes, pumpkins, squash, turnips, watermelon, and so much more!

And, 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](http://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!**



It's not too soon to mark your calendar for the [NYPS!](#)

The Eastern Produce Council and PRODUCE BUSINESS magazine present an exciting world-class event for the industry. The 3-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.

Come say hello at the Trade Show (booths 254-258) on Wednesday, December 11th. Hope to see you there!



---

## October Fun Facts/Trivia



### **Look for a [Hunter's Moon](#) on October 17<sup>th</sup>.**

This is the first full moon to follow the Harvest Moon. The name originates from the fact that it was a signal for hunters to prepare for the upcoming cold winter by hunting for animals that were beginning to fatten up in preparation for the winter season. Moreover, since fields had recently been cleared out under the Harvest Moon, hunters could easily spot deer and other animals that had come out to search for remaining scraps.

**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.

**A charming tradition occurs every October 7<sup>th</sup> in Hampshire, UK**  
that involves the ringing of bells. A local resident named William David became lost in the heavy fog while riding home at night back in the 18<sup>th</sup> century. Much to his luck, he heard the church bells toll and from this, he managed to find his way home. As a form of thanks, he left some money to the church when he died so that the church could continue to ring their bells on October 7<sup>th</sup> every year, just in case there were any other lost travelers.

**Why do leaves change colors?**

Did you know that fall's vivid colors are actually hidden underneath summer's green? The main reason for the color change is not autumn's chilly weather, but light—or rather, the lack of it. The green color of leaves disappears when photosynthesis (from sunlight) slows down, and the chlorophyll breaks down. Trees with a lot of direct sunlight will produce red leaves, while other trees may turn yellow, orange, or brown.

### **The difference between apple juice and apple cider?**

Both cider and juice are made from the whole fruit, but apple cider is raw and strained but will contain sediment, while apple juice is filtered.

---

## **October Dates to Celebrate!**



**October 1st** – World Vegetarian Day

**October 2nd** – National Kale Day

**October 2nd – October 4th** – Rosh Hashana

**October 11th – October 12th** – Yom Kippur

**October 12th** – National Farmers' Day

**October 15th** – National Mushroom Day

**October 21st** – National Apple Day

**October 26th** – National Pumpkin Day

**October 31st** – 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



SHARE



TWEET



Share



FORWARD TO A FRIEND



---

*Copyright ©2023 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](#).

