



MARKET UPDATE

Tomatoes: Weather continues to be tough on Eastern tomatoes. Each of the current production areas (NC, TN, NJ, PA, MI, AL, VA) have seen yields and quality affected by rain- some areas more dramatically than others. Volumes are light on all varieties (rounds, romas and grapes) and there are rain-related quality and shelf-life concerns on much of the fruit, which reduces packouts. VA farms are still churning out light numbers on small rounds and grapes, but are in between Summer and Fall plantings until the first week of September. With a little luck from the weatherman, volumes and quality should show some signs of recovery over the next few weeks as MI gets further into new acreage and VA starts back up.

With steady volumes of mature greens from the San Joaquin Valley in CA and vine-ripes available in Oceanside, CA, Baja, and Eastern Mexico, the West has an adequate supply of round and roma tomatoes this week. Quality can be varied by grower/area/field, but there is nice fruit available. Grape tomato numbers remain light but there seems to be enough product to meet the lackluster market demand. Look for stronger supply in a few weeks as new crops come to maturity.

Bell Peppers: Eastern bell pepper supply has been consistent out of MI, NJ and the OH valley this week. Local deals are also in the mix with scattered spots of availability throughout the East. However, rain has been a factor in almost all of the current production areas, so fruit quality is average. As for the West, CA growing areas and local deals are in full force, bringing plenty of fruit to market. Quality has been excellent.

Cucumbers: Extreme temperatures caused bloom drop in Baja's current cucumber crops, limiting Western volumes for the next two weeks. Eastern farms are experiencing weather concerns of quite the opposite nature. Cooler temps in MI, OH, and NY have slowed production, particularly on supers. Supply looks to

be snug for at least the next week.

Summer Squash: Overall, cooler weather has reduced this week's numbers on squash in the East, similar to the cucumber situation. Quality concerns (scuffing, scarring, etc.) remain a challenge on yellow squash, as the majority of production areas have received rain. The West is looking to the Santa Maria area for supply, where they are into good supplies on smaller-sized fruit from new fields. More volume is on the way as growers get into new blocks next week. Baja is currently in a gap, but should be back in business in 10-14 days.

Eggplant: Eggplant likes hot weather and the cooler temperatures in the East have tightened up supply this week. Look for more product after this weekend, when additional growers get started in MI and OH. Western supply of #1 fruit is expected to be light over the next 7-10 days as Fresno-area growers transition between older and newer fields.

Green Beans: With VA back in business, TN's numbers improving and MI and NY in the game, green bean availability is finally on the upswing in the East. Quality is improving over recent weeks, but there are still some occasional trouble lots. Supply is still light in the West, but should pick up during the first week of September.

Chili Peppers: With product coming from Baja, Mainland Mexico, CA, and WA, all chili pepper items are available in strong supply. Good quality is the general rule, but there is lesser fruit coming from older fields and areas. The East is working with scattered supply from NC, NJ, OH and MI as well as lighter volumes from various local deals.

Hard Squash: Hard squashes are readily available throughout the country. A few more players are coming online with early Fall crops in the East and CA continues to provide strong quality and steady supply.

TRANSPORTATION FACTS

*The national average price for diesel fuel is holding steady this week at \$3.22 per gallon.

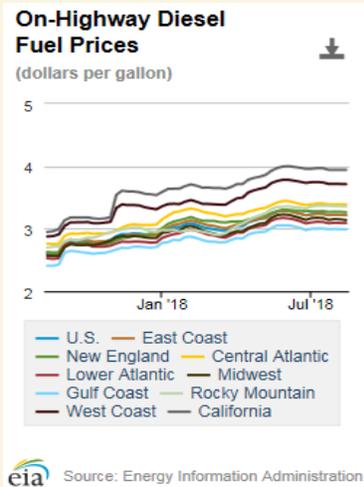
* The average price for a gallon of diesel is \$.62 higher than the same time last year.

* All areas reported slight price declines with the most notable in the Midwest, where a gallon of diesel fuel is \$.01 per gallon cheaper than it was last week.

*California maintains its role as the high-price leader at \$3.94 per gallon. As usual, the Gulf Coast region offers the lowest price at \$2.99.

*The WTI Crude Oil price fell 3.1% this week, moving from \$69.17 to \$67.04 per barrel.

*Transportation availability in the Eastern US is mostly adequate although there are some shortages reported in melon production areas. Trucks on the West Coast are available in adequate to slight surplus numbers.



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AN APPLE A DAY

The Pros and Cons of the Keto Diet, According to Doctors and Nutritionists

By: Fiona Tapp, www.huffingtonpost.com, August 9, 2018

No doubt you've already heard about the ketogenic diet, also known as keto. Whole Pinterest boards and Instagram accounts are dedicated to the trend, and it has some pretty famous followers, including Halle Berry and Courtney Kardashian. Before you give it a go, you'll want to know what it involves, how it works and, most importantly, what nutritionists and doctors think about the keto diet.

So what IS keto, anyway?

The keto diet is a very low- or no-carb food plan that forces the body into a state of ketosis, which is when your body burns fat for energy instead of carbohydrates. Many keto diets limit the amount of food you should eat, like any other weight-loss plan, but with keto the type of food you can eat is just as important as the quantity.

So what can you eat on the keto diet? Get ready to feast on fish, other seafood, low-carb vegetables (forget potatoes or carrots), cheese, meat, poultry, eggs, plain yogurt, and of course fats. The foods you'll be forgoing include fruits, grains (including bread and pasta), legumes and anything with added sugar.

On a standard ketogenic diet, your calories should be made up of 75 percent fat, 20 percent protein, and 5 percent carbohydrate. This is unlike most typical American diets, and can be a hard adjustment for many people.

The good news: Keto can be an effective tool for losing weight when monitored by a doctor.

Though the keto diet can be hard to stick to, it has been shown to result in weight loss, at least in the short term. Research from 2014 published by the International Journal of Environmental Research and Public Health shows that "the ketogenic diet can be a useful tool to treat obesity in the hands of the physician." The key here is that a doctor should be monitoring the process to avoid potential problems.

Dr. Nancy Rahnama, a board-certified internist specializing in nutritional health from Los Angeles, told HuffPost "the keto diet is a very successful way for rapid weight loss as long as it is done safely." Which brings us to the bad news.

The bad news: The keto flu.

As with any health trend, especially one that can seem restrictive, there have been some specific concerns

raised by the medical community that the keto diet might not be a safe or realistic long-term eating plan.

Dr. Amnon Benaminovitz, a board-certified cardiologist from Manhattan Cardiology in New York City, told HuffPost that some people can feel unwell when they first start the keto diet, a phenomenon known as the "keto flu."

"It is common for people starting the diet to experience symptoms such as headaches and fatigue, dizziness, light nausea, difficulty focusing (brain fog), lack of motivation and irritability," Benaminovitz said.

These are the same sort of symptoms people experience when they wean themselves off caffeine or soda, leading some to suggest the diet is a period of detox.

Kristin Kirkpatrick, a registered dietician and Lose It! nutrition expert from Denver, has tried the keto plan herself, so that she knows firsthand what some of her clients are experiencing. She told HuffPost the "keto flu" is real, but you need to stick with the diet to see results. "The beginning of the keto plan can be overwhelming," Kirkpatrick said. "Hangry doesn't even begin to describe it. But once your body gets used to a low glucose supply, there's almost a sense of euphoria."

We still lack long-term studies on keto.

Ginger Hultin, a Seattle-based registered dietician, nutritionist and Arivale coach, is concerned that despite results suggesting successful short-term weight loss, the keto philosophy lacks scientific research on the long-term effects.

"There is a possibility of kidney damage, nutritional deficiencies, and side effects including constipation, dehydration, fatigue and nausea with this diet. Individuals and their health care professionals should weigh the advantages and disadvantages," Hultin said.

Keto's high fat intake can impact heart health.

Keto diets encourage people to eat foods they have traditionally been told to avoid, including lots of meat and saturated fat.

"In general, keto diets involve a high intake of animal products, which contain a lot of saturated fat and animal protein," Dr. Nicole Harkin, a board-certified cardiologist, lipidologist and clinical assistant professor at New York University, told HuffPost. "As a result, LDL cholesterol tends to increase on these diets, a consistent risk factor for the development of cardiovascular disease."

There are potential benefits beyond just weight loss.

There is some evidence that a keto diet can be effective for patients with epilepsy. This treatment is offered at Stony Brook Medicine, where Dr. Josephine Connolly-Schoonen is the chief of the nutrition division and an expert in the nutritional management of obesity and chronic illnesses. "The ketogenic diet is especially effective for decreasing seizure activity among people with epilepsy," she told HuffPost.

Small studies have also shown promising results for women diagnosed with polycystic ovarian syndrome who follow a keto diet. Blood sugar levels have also been shown to stabilize on keto diets, which is particularly important to those with diabetes.

There have even been some studies showing that very low carbohydrate diets can be used effectively in the prevention and treatment of various cancers, an area that certainly requires more research.

The keto trend doesn't seem to be going away any time soon. And when followed consistently for the short term with appropriate monitoring, it can lead to weight loss. Further research is required to highlight potential treatments for disease and any possible health problems associated with the keto lifestyle. Always refer to your doctor before beginning a new diet or lifestyle plan.



Sustainability Scoop

More Restaurants are Sustainable, Survey Says

www.restaurant.org, August 10, 2018

National Restaurant Association research has found that more restaurant and foodservice operators are integrating sustainability practices into their daily business operations. A survey of 500 restaurant owners and operators examined measures taken, challenges faced and opportunities available by operating more sustainably. Here are some highlights:

1. Efficient equipment is now standard in many restaurants. Most restaurants use energy-efficient lighting, and many use U.S. Environmental Protection Agency Energy Star®-rated kitchen equipment. Water-saving innovations are also gaining ground, from low-flow toilets to efficient pre-rinse spray valves. Those surveyed said:

- **79 percent** use CFL or LED lighting
- **46 percent** use EPA Energy Star-rated refrigerators
- **44 percent** use low-flush toilets
-

2. Restaurant operators are recycling and focused on packaging. Large majorities of restaurant operators engage in recycling. Most restaurant operators source at least some packaging and supplies made of recycled content. Among respondents:

- **65 percent** recycle cardboard and paper
- **64 percent** recycle fats, oils and grease
- **29 percent** recycle aluminum or metal cans and rigid plastics
- **26 percent** recycle glass
-

3. Reducing food waste is an emerging area for action. Tracking food waste, donating unused leftover food and composting materials are among the more popular practices restaurateurs are adopting to decrease waste. According to the survey:

- **47 percent** track food waste
- **22 percent** donate leftover food
- **14 percent** compost food waste

The survey also found that restaurateurs think sustainability is a mainstay on menus. Furthermore, environmental sustainability, local sourcing and food waste reduction are some of the top trends influencing restaurant menus. As operators and consumers increase their knowledge about how and where food is produced, menus are evolving to reflect the growing request for transparency. One big takeaway: the most effective way for a restaurant to promote its sustainability efforts is on its menu, consumers say.

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Wide Variety	Lower
Cucumber	Good	Higher
Eggplant	Good	Steady
Green Beans	Improved	Lower
Jalapenos	Good	Steady
Onions	Good	Steady
Squash	Mostly Good	Steady
Tomatoes	Fair to Good	Higher



AUGUST CALENDAR

August-All Month

National Sandwich Month

Family Fun Month

August 19th -25th

National Chef's Appreciation Week

August 18th

National Fajita Day

August 25th

Franchise Appreciation Day

Hendersonville, NC Weather

Fri Aug 17	Sat Aug 18	Sun Aug 19	Mon Aug 20	Tue Aug 21
82° F	80° F	81° F	79° F	83° F
68° F	67° F	67° F	68° F	66° F
W 7 MPH	WNW 5 MPH	WNW 2 MPH	NNE 3 MPH	WSW 6 MPH
Precip 50%	Precip 60%	Precip 60%	Precip 60%	Precip 50%

KEEP YOUR EYE ON THE CONSUMER

Long Lines, Slow Checkout Lower Shopper Satisfaction and Revenue

www.theshelbyreport.com, August 14, 2018

Technology company, Digimarc Corp., has released findings from a commissioned survey revealing that long lines and poor checkout experiences reduce shopper morale, and are significant reasons for why consumers would shop elsewhere or shift to buying groceries online.

Key findings from study include:

- Line length and the checkout experience has become as important as price in determining customer satisfaction and where they choose to shop.
- Despite the importance that shoppers place on line length and the checkout experience, retailers may not be delivering a satisfactory experience.
- Slow checkout experiences clearly hurt not only customer satisfaction, but also retailers' revenue as shoppers buy less or abandon trips.

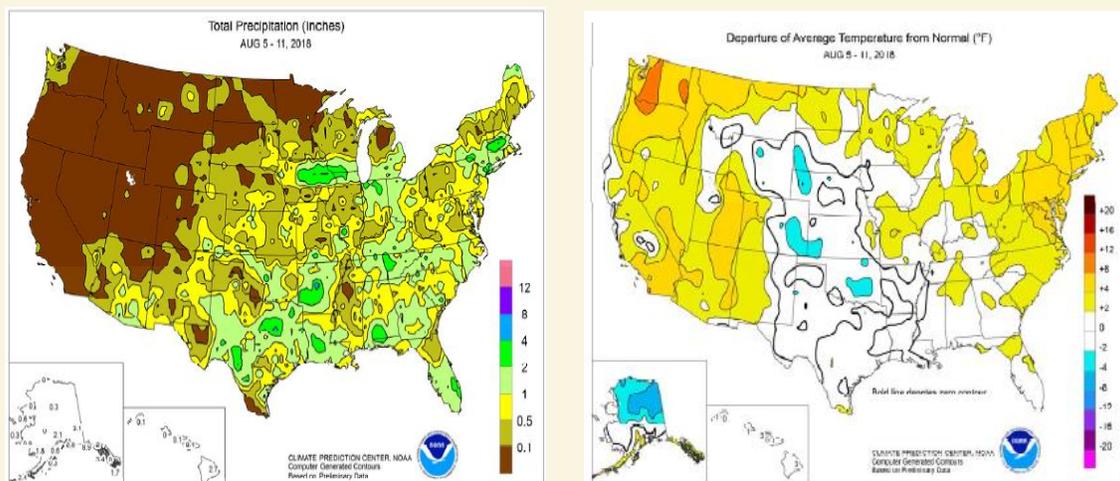
The survey of 1,000 U.S. consumers, conducted by Forrester Consulting on behalf of Digimarc, found that both the length of checkout lines and overall checkout experience are among the areas with the lowest customer satisfaction. According to the survey, 84 percent of shoppers said the checkout experience was important or very important, falling closely behind only location and price as criteria for deciding where to shop. In addition, 39 percent of shoppers have left a store without making a purchase because of long lines, and 56 percent are likely to change stores if the primary difference was better checkout.

“The research shows that slow checkout frustrates today’s shoppers who value their time as much as they do their wallet,” said Heidi Dethloff, VP of marketing, Digimarc. “Retailers put effort and expense into pricing promotions for consumers focused on value, but they may be underestimating the true cost of slow checkout in terms of lost business revenue and diminished loyalty.”

Forrester forecasts that over the next five years, online grocery shopping will nearly double from \$185 million in 2018 to \$334 million in 2022. To compete with the speed and convenience of online shopping, retailers must make the in-store experience better, and consumers surveyed say that means faster checkout among other amenities.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

Tailgating Season: How Grocers, Dietitians Can Team Up for Winning Promos

By: Diane Quagliani, www.progressivegrocer.com, August 10, 2018

It's tailgating season, that rite of fall signaling the kickoff of football parties and major holidays running straight through the year's end. Tailgating usually brings to mind wings, ribs, burgers and plenty of beer, but odds are good that some fans will prefer at least a few healthier offerings alongside the usual spread.

The evidence? More than one-third (36 percent) of consumers say that they follow a specific eating plan, with carb-trimmed and gluten-free diets among the most popular options, according to the 2018 Food & Health Survey, conducted by the Washington, D.C.-based International Food Information Council (IFIC) Foundation, which also found that three-quarters (77 percent) of consumers are trying to limit sugars, and seven in 10 (69 percent) prefer food choices with no artificial ingredients.

Fall Party Food HQ

It's a snap for retailers to highlight healthier grilling and football party fare throughout the store, especially time-saving ready-made and easy-to-assemble options. In the produce department, fruit and vegetable trays are always popular, as is pre-cut produce for shoppers who prefer to customize their own trays. Also offer tips and quick recipes for less-typical options such as sweet potatoes, cauliflower steaks and seasonal fruit kabobs for the tailgate grill.

As for the requisite chips and dips, add interest and nutrition by promoting ready-made ethnic dips like hummus, tzatziki, baba ganoush, guacamole and salsa. They're ready to pair with the multitude of vegetable and whole grain chips available today. Lighter grill-worthy mains include lean meat and vegetable kabobs, marinated chicken breasts, lean burgers, and a whole slew of plant-based burgers, sausages and hot dogs. Light beers and wine are good choices for the beverage cooler. And remember those 77 percent of consumers who are trying to limit sugars, according to IFIC? Sixty percent of them do so by drinking water, so make sure to feature a display of plain and no-sugar flavored waters for them.

Communications Game Plan

Research suggests that digital channels are just the ticket to communicate healthier football-focused recipes, food ideas and tips. Many grilling enthusiasts look for recipes from various online sources such as recipe (45 percent), cooking show (39 percent), grilling (27 percent) and food company websites (24 percent), according to a 2017 survey on grilling conducted by Jacksonville, Fla.-based marketing firm Acosta. Further, more than one-third (36 percent) of respondents tap into social media for ideas.

Team up with your retail dietitians to devise the best communications strategy for your stores. You could work together to develop or curate a collection of lighter fall grilling and party recipes to post on your website, and then parlay that content into multiple communications opportunities using traditional and social media. Dietitians can appear in TV news spots to give healthy tailgating tips and demonstrate recipes, post links to the content on their Facebook and Twitter feeds, and feature it in their blogs.

Also, when it comes to promoting healthier fall party options, don't underestimate the power of good old-fashioned cross-merchandising: Display avocados near the whole grain tortilla chips, light ranch dressing near the pre-cut veggies, and whole grain buns near the veggie burgers.

FRESH TOMATOES  the best of nature™

MARK YOUR CALENDAR
PACK YOUR BAGS!

October 1-3, 2018

Supermarket News Summit
Shaping the Future of the Grocery Experience
Hyatt Regency Reunion
Dallas, TX
www.supermarketnews.com

November 7-8, 2018

Restaurant Innovation Summit
The Empire Room
Dallas, TX
www.restaurant.org

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