



MARKET UPDATE

Tomatoes: Although a brief period of cooler weather reduced production numbers slightly this week, Florida's tomato crops continue to thrive. Quality remains very nice on all varieties. Larger sizes on rounds and romas were a little short this week, but that should improve over the next 7-10 days. Both Central and South Florida are bringing a solid supply of grape tomatoes to market.

Overall, Western tomato supply is light this week. Baja and Eastern Mexico continue in their seasonal declines on rounds and romas, while Western Mainland Mexico is just getting started with very light volumes. Size and quality are dropping off from older production areas, creating a tight market for larger fruit. Expect supply to pick up in 2-3 weeks, as more growers come onboard and farms get further into new crops. Grape tomatoes are available in steady volumes with increases expected out of Guasave and Culiacan over the next few weeks. Despite some mixed color and sizing from newer fields, quality has been good.

Bell Peppers: Both Eastern and Western markets continue to have strong volumes of bell peppers available. Florida growers saw a little less production this week as some of the acreage had been worked through, but there's plenty of good-quality fruit to go around. In the West, Mainland Mexico has multiple areas harvesting bells with more on the way. Color and quality have improved with nice, thick-walled pepper available daily.

Cucumbers: Hermosillo-area growers have been crossing good volumes of cucumbers with nice quality. With Culiacan just getting underway as well, the supply outlook for Western cucumbers is good. In the East, Florida continues

to offer consistent supply and Honduran imports are beginning to pick up the pace. Overall quality and condition are good, although there have been some reports of wind-scarring from Florida crops.

Summer Squash: Plant City and South Florida have ample supply of Summer squash, although zucchini production has been lighter this week. With older and newer fields both working, there are some quality concerns particularly on yellow squash. Mexico continues to work through the transition from Northern to Southern growing areas and experienced a cool weather snap, which has slowed this week's production. Expect volumes to pick up as more growers come onboard in new, more Southern areas.

Green Beans: Florida offers ample supply of green beans from the lake area, Homestead, and Immokalee. There have been reports of wind scarring, but overall quality is good. Mexico also has multiple growing areas crossing beans with more growers coming online during the next few weeks.

Eggplant: Eggplant remains a very promotable item throughout the country, as both Eastern and Western sources have good supply and quality available.

Chili Peppers: Florida growers have been harvesting a steady supply of chili peppers. Anaheims are short, but other mainstream varieties are available daily. Mainland Mexico seems to have more acreage planted than in years past, and has good volumes and quality available. However, specialty chilies are on the short side, as they transition between growing areas.

Hard Squash: Northern Mainland Mexico continues to have plentiful supplies of hard squash. In the East, Florida's Fall crops are winding down and storage fruit from other areas is showing its age.

TRANSPORTATION FACTS

* The National Diesel Average continues to rise for the holiday season and is up \$.01 this week, moving from \$2.48 to \$2.49 per gallon.

* The average price for a gallon of diesel fuel is significantly higher than the same time last year (up \$.16 per gallon).

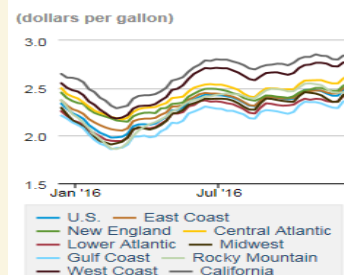
* All areas except California and the Rocky Mountains reported price increases this week, with the most significant hike coming from the Central Atlantic (up \$.03 per gallon).

* California remains the high-price leader for diesel fuel at \$2.84 while the Gulf Coast region still offers the best bargain at \$2.37 per gallon.

* The WTI Crude Oil price climbed 6.5% this week, moving from \$49.77 to \$52.98 per barrel.

* Florida & Nogales continue to report a surplus of transportation. Aside from shortages in storage onion and potato states, all remaining areas have adequate numbers of trucks available.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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KEEP YOUR EYE ON THE CONSUMER

New 'The Why Behind the Buy' Shows Grocery Shopper Behavior Influenced by Engagement with Food

By: Kristen Cloud, www.theshelbyreport.com, December 13, 2016

Today's shoppers are seeking positive culinary experiences, making deliberate decisions from the store to the stove, including wanting to feel good about the foods they eat, have pride in the brands they buy and share their cooking journeys online. Ahead of the new year, research released Tuesday in the 13th edition of The Why? Behind The Buy from Acosta—a leading full-service sales and marketing agency in the consumer packaged goods industry—details the choices and behaviors of grocery shoppers as they look to enhance how they purchase and consume food.

"The experiential factor is driving today's shoppers to make food choices rooted in what will bring them personal satisfaction and enjoyment," said Colin Stewart, SVP at Acosta. "As we head into 2017, it's important that brands and retailers think about how their product offerings contribute to grocery shoppers' positive experiences from the moment the item is spotted on the store shelf to when it reaches their kitchen tables."

Acosta's The Why? Behind The Buy also explores the key factors contributing to this experiential evolution for grocery shoppers:

The growing natural/organics category

Shoppers' spending on healthy products, including natural/organic offerings, has seen steady growth in the past several years, driven by the desire of shoppers to feel good about the foods they're eating.

* Forty-five percent of shoppers eat healthy foods even though they are more expensive.

* Thirty-eight percent of shoppers agree, "I often buy natural/organic products because I know they are better for me."

* On a typical shopping trip, Millennial shoppers indicated that 39 percent of the items in their grocery carts were organic products, while total U.S. shoppers indicated just more than 25 percent of the items in their typical carts were organic products.

* Twenty-six percent of Millennial shoppers indicated they usually stay on the store perimeter—such as the produce, meat and dairy sections—only visiting select center-store aisles during stock-up trips.

* More Millennial shoppers are familiar with non-meat diet choices, with 18 percent following a non-meat/low-meat diet daily.

Loyalty and trust in grocery retailers and brands

Shoppers are loyal to their stores and selective about the brands they buy, wanting to feel a personal connection as part of the overall experience.

* Nine in 10 shoppers indicated shopping most often at the same grocery retailers as last year.

* Fifty-four percent of shoppers enjoy the experience of shopping for ingredients to prepare the meals they have planned.

* Seventy-seven percent of shoppers are buying the same grocery brands as last year.

* Thirty-seven percent of shoppers want their grocery brands to be transparent about their ingredients, processing or production.

* Forty-six percent of shoppers agreed they want their grocery brands to be ones they can trust.

* Thirty-five percent of shoppers buy grocery brands that are socially responsible.

Cooking as a culinary experience, not a chore

Many shoppers enjoy the experience of planning and creating meals at home.

* Fifty-six percent of shoppers enjoy the experience of planning meals for their households.

* Sixty percent of shoppers enjoy preparing new dishes.

* Forty-five percent of Millennial shoppers want to take cooking classes to learn how to prepare new meals and dishes.

* Fifty-four percent of shoppers often check out new items in the

grocery store.

The influences of the digital marketplace on grocery shopping

As the intersection of brick-and-mortar retail and the digital marketplace continues to expand, shoppers have access to more products, promotions and grocery solutions at their fingertips than ever before.

* Sixty-one percent of shoppers have redeemed digital/mobile coupons in the past month for grocery items.

* Fifty-nine percent of shoppers who have grocery e-commerce available said they had ordered grocery items online in the last year.

* Fifty-three percent of shoppers get recipe ideas online.

* Nineteen percent of shoppers—and 25 percent of shoppers with children—have posted food or recipe content to social media.

"From online grocery ordering and a desire to explore new foods, to natural products and socially responsible brands, consumers are at the wheel when it comes to steering the CPG industry in a new direction," said Stewart. "There's no doubt that this evolution will continue in the coming year, so it's up to the industry to adapt by leaning into these trends and building trust and loyalty among all shoppers."

The Why? Behind The Buy 13th edition was produced with research using a nationally representative random sample of U.S. shoppers via Acosta's proprietary ShopperF1rst online survey methodology.





LIPMAN IN PICTURES

Here are more great entries from the November Lipman Photo Contest!



TPE Crew at their Halloween Luncheon
Submitted By: Marlene Hokanson



Grape and Cherry Tomato Packing Line
Submitted By: Kevin Yue



Kirk Harris- Farm 2 Manager in Estero, FL
Submitted By: Scott Rush



Florida Cucs Rolling Down the Line
Submitted By: Scott Rush

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Steady
Cucumber	Good	Steady
Eggplant	Good	Steady
Green Beans	Good	Steady
Jalapenos	Good	Steady
Onions	Excellent	Steady
Squash	Varied	Steady
Tomatoes	Good	Steady



DECEMBER CALENDAR

All Month
National Stress-Free Family
Holiday Month
December 21st
Winter Solstice
National Hamburger Day
December 24th
Christmas Eve
Hanukkah Begins

Naples, FL Weather

Fri Dec 16	Sat Dec 17	Sun Dec 18	Mon Dec 19	Tue Dec 20	Wed Dec 21
77°F	82°F	82°F	84°F	82°F	79°F
64°F	72°F	72°F	70°F	68°F	68°F
ENE 10 MPH	E 11 MPH	SE 11 MPH Precip 10%	E 9 MPH	ENE 11 MPH Precip 10%	NE 14 MPH

RESTAURANT INDUSTRY NEWS

Getting the Real Dish on Food Delivery

By: Barney Wolf, www.fsrmagazine.com, December 2016

Delivery has long been a component of America's pizza parlors and Chinese food purveyors, but now—as time-strapped consumers demand convenience—all manner of restaurants are offering door-to-door To-Go services. Laying claim to this business opportunity is a growing industry of online third-party delivery services, eager to run the delivery relay on behalf of restaurants. These providers include divisions of fast-growing Amazon and Uber, as well as others that have a history in dealing with restaurants, such as Groupon and GrubHub. Most depend on technological advancements powered by the ubiquitous adoption of smartphones and mobile devices.

Although just 5 percent of restaurant spending is done through online delivery platforms, according to investment firm Morgan Stanley, and pizza makes up more than half of that, delivery services are revving their engines to grow the business. In fact, NPD Group restaurant analyst Bonnie Riggs, who acknowledges that pizza currently makes up 64 percent of the 1.7-billion-trip delivery pie, suggests that full-service restaurants are where the growth is occurring. During the three-year period that ended in May, overall restaurant delivery was flat, an NPD report found. However, when pizza data was excluded, the report found that delivery was up 26 percent—up 21 percent for casual-dining restaurants alone.

NPD also found that diners not currently using delivery services would consider doing so for casual concepts more than any other segment. As a result, “full-service restaurants have the best opportunity for growth in delivery,” Riggs says. Similarly, Morgan Stanley notes that third-party online restaurant delivery services, which are mainly in larger metropolitan markets, have been gaining traction because of the incremental business the service produces for restaurants. “In our view,” the investment firm’s analysts state, the nation “is in the early days of a significant shift in the access to delivery food,” and the trend will gain steam as various internet-enabled businesses continue to grow and offer more variety.

That’s one reason big companies with infrastructure in place, like Uber and Amazon, entered restaurant food delivery. “What else can we do with this vast network of drivers and the efficiencies it brings?” is the question we asked,” explained Uber’s special projects chief, Jason Droege, at the National Restaurant Association show in May. “To connect people with the food they want has a lot of power.”

People are busy and have less time dedicated to food preparation at home, says Anna Tauzin, senior marketing and innovation manager at the NRA. “They like what restaurants have to offer, and now they want all those options at home.” Two years ago, restaurant sales surpassed grocery sales, the NRA reported. Not surprisingly, consumers have sought more ways to source food from eateries. “As consumer demand has gone up, technology and delivery companies have risen to meet that demand,” she says. Today, UberEats is in more than a dozen markets, and Amazon restaurant delivery, part of its free-delivery Prime membership program, has grown to 12 markets.

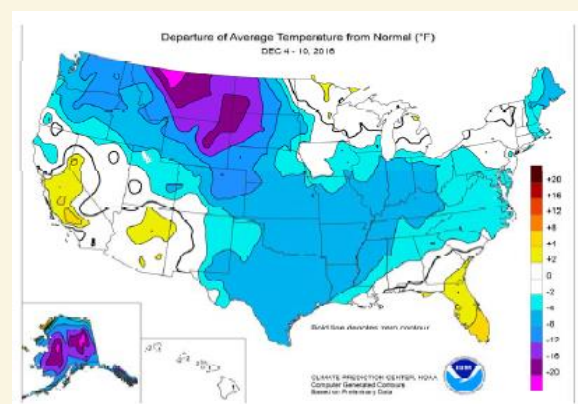
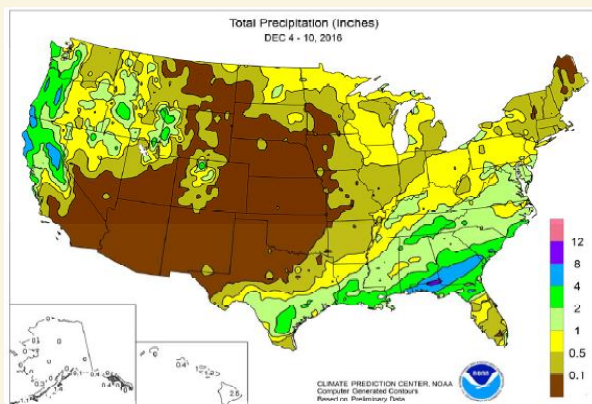
Third-party delivery also frees restaurant operators from absorbing “all the other costs—having liability insurance, hiring drivers, and making sure the whole experience is positive. It puts all that in other hands,” Riggs says. At the same time, Tauzin notes, delivery is a means to increase sales and marketing to new customers.

There is, however, a bit of a Catch-22 for full-service restaurants: The biggest users of online delivery are tech-savvy millennials, who typically have fewer dollars to spend. That makes pricier full-serves appear less attractive than less-expensive quick serves. But Riggs notes that by the time a consumer adds the costs of delivery services—minimum order, delivery charge, and tip, for instance—“you might as well go with a casual restaurant, because the cost may be only a buck or two different.”

For the complete article, go to <https://www.fsrmagazine.com/owner-operators/getting-real-dish-food-delivery>

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



AN APPLE A DAY

Flexible Dieting Lets You Eat Whatever You Want and Not Gain Weight

By: Korin Miller, www.self.com, December 12, 2016

If you follow healthy eating fans on Instagram, you might have noticed that flexible dieting has been popping up in a lot of hashtags. #Flexibledieting has shown up on captions for everything from ice cream and chocolate cereal to high-protein salads, with a few workout and fitness shots in between.

Flexible dieting is popular, but the definition seems a little fluid depending on the person. Beth Warren, R.D.N., founder of Beth Warren Nutrition and author of *Living a Real Life With Real Food*, tells SELF that flexible diets allow people to cut themselves some slack while still eating well. "Being flexible with your diet means that if something doesn't go perfectly right, you're able to bend the rules enough to give in to the situation but get right back on track once it passes," she explains.

Jessica Cording, a New York-based R.D., tells SELF that following a flexible diet means focusing on whole foods that are good for you while allowing yourself some treats and indulgences when the mood strikes. "By accounting for them in the big picture of your lifestyle, you avoid feeling deprived, which may help you stick to overall healthy habits for the long run so you reach your fitness and health goals and maintain that success over time," she says.

Gina Keatley, a C.D.N. practicing in New York City, tells SELF that a lot of people struggle with indulgences and where they fit in their eating plan. "I have clients who get stressed over the things they ate three days ago that may not be the most healthful," she says. "They will consternate over this for a week, make promises to eat only kale, only to have something less than perfect and start the cycle over again."

To combat this pattern, flexible dieting reflects real life—there's no need to feel guilty if you indulge here and there since it's considered part of the overall diet plan. "Then, if you fall off track, you won't quit the diet completely," Warren says. "Instead, you are more likely to keep moving forward."

Alissa Rumsey, M.S. R.D., C.S.C.S., a spokesperson for the Academy of Nutrition and Dietetics, tells SELF that flexible diets just make sense. "No one wants to have their diet restricted," she says. "Whenever people follow restricted diets, they inevitably come off those diets because they miss their favorite foods. Having a flexible diet can mean that you don't need to cut out your favorite foods and can help to ensure that it is a way of eating you can have for life."

While this all sounds good in theory and definitely works for some people, being too flexible with your diet can be a slippery slope depending on your level of self-control with food. Some people may become too lenient, end up eating too much unhealthy food, and have a harder time reaching their weight or fitness goals as a result. "Although it's nice to have a mentality of flexibility while being on the diet, it still has to be mindful and controlled," Warren notes.

Knowing how to go about eating everything in moderation is tough for some people, Cording says. That's why she says it may be beneficial to follow an 80/20 plan, where you eat healthy, good-for-you foods 80 percent of the time and less healthy foods the other 20 percent of the time. Rumsey calls the 80/20 rule "a good starting point," since it offers some structure along with a fair amount of flexibility. "Applied to the number of meals in a week, assuming three meals per day, seven days per week, this would mean that four of your meals can be more indulgent," she says.

However, just like flexible dieting, the 80/20 plan might not be for everyone. "Some people may find that they still need to set some [more] structure for themselves, such as one treat per day or week, or that savory treats are manageable to balance but perhaps they're best off avoiding sugar," Cording says.

MARK YOUR CALENDAR & PACK YOUR BAGS!

February 4, 2017

New England Produce Council's Annual
Dinner Dance
World Trade Center Seaport Hotel
Boston, MA
www.newenglandproducecouncil.com

April 3-6, 2017

Women's Foodservice Forum 2017 Annual
Leadership Conference
Orlando World Center Marriott
Orlando, FL
www.womensfoodserviceforum.com

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