



MARKET UPDATE

Weather Alert: Mexico's abnormal weather patterns have the potential to create further havoc with availability on some commodities for the next several weeks. Current growing areas keep seeing rain, which halts production until fields dry out and adds disease pressure, quality issues and reduced yields to the equation. These fronts have brought shots of cooler than normal temperatures with them, which creates breaks in harvest consistency. Two subsequent nights of freezing temperatures in Sonora have caused some damage to Spring crops that are on tap for March harvests. The cold weather occurred on Wednesday and Thursday mornings with the open fields in the north being the most affected. It will take some time to fully understand the effects of the last rain and cold weather pattern. Stay tuned.

Round Tomatoes: Florida's round volume is overall light for this time of year, but is holding pretty steady and should continue in that mode for a few weeks. Lipman will be harvesting in Naples for several more weeks, then will transition to Immokalee in mid-late March before moving back up to Ruskin in April. With market prices coming down, growers have stopped harvesting some of the later picks (no more 4th and 5th picks) which has brought the size profile up. Quality has been nice on crown picks and a little less so on subsequent harvests. West Mexico's volume increases were slowed by three straight days of rain and a 5-day run of cooler than normal daytime highs. With more rain predicted for early next week, it may be another 7-10 days before we see the volume return.

Roma Tomatoes: Mexico's roma crops saw the same precipitation and cooler temperatures as the rounds and have a similar outlook. The rain will have greater impact on roma availability than it will on rounds as a larger percentage of romas are grown in open fields rather than with protected agriculture methods. Quality issues are likely for the immediate future. Florida has nice romas (especially on crown picks), but the supply is very limited by design during this time frame.

Grape Tomatoes: Just when Mexico farms were getting past the last round of weather issues, this week's rain pushed off production and the cool has slowed maturity. Availability should improve later next week, but packers will have to be on the lookout for quality issues. South Florida's grape numbers have been on the lighter side but remain consistent.

Bell Peppers: Rain affected Mexico's bell pepper harvests at the beginning of the week, but most have gotten back into fields now. We are starting to see the effect of the cold and rain with reports of wet stem, bruising, shrivel, etc. Heavy grading is required at all levels of the process. There's not a whole lot of pepper in Florida, but production has been pretty steady in the lighter winter mode. The sizing profile is pretty well mixed, as there hasn't been a whole lot of crown picks this week. Florida's quality is not perfect, but may be the preferred choice for the next several days.

Cucumbers: Honduras doesn't seem to have as much cucumber volume this year, as a couple of major players backed off this season. Production has been fairly steady but projections are lighter for next week. Overall quality is good and is working for most customers, but transportation time is significant and that always creates a few challenges. Mexico's supply has been limited this week due to weather. With such heavy rains, growers are seeing mildew issues that will continue to be a challenge for yields and crop sustainability. Expect to see less than desired availability through the rest of the month.

Green Beans: Rain in Mexico's growing areas has affected bean production and quality this week. With good weather, we could see production get back to normal levels within the next 10-14 days. Fortunately, the East has had a strong supply of product to meet the needs. South Florida production should remain steady through April (barring weather issues), then crops will transition back to the Lake area and points north like Plant City and North FL. Quality is good at harvest, although there has been some slight russetting here and there.

Summer Squash: Just as Mexican farms were beginning to move past the ill effects of previous weather, they were hit again with more wet and cool weather! Squash availability is likely to be a roller coaster ride for the next few weeks on both quality and quantity from the current growing areas. The soonest we could expect to see better, steady production will be when Sonora growing areas get underway in March if the recent freeze hasn't made too much impact. There's not much help coming from Florida. Homestead in the main production area and yields have been weak after rain and cool weather patterns took a toll on crops. On a bright note, quality has improved now that growers are out of the older fields.

Chili Peppers: Chili production in Mexico has declined this week and quality is at a low, with the biggest concerns on thin-walled varieties like poblano and Anaheims. Tomatillos are still super-tight as we work through a gap between crops. With high demand and few producers, quality and size have been extra challenging this week.

HH Beef Tomatoes: Shade house beef tomatoes in the Sinaloa area have experienced a little hiccup in production this week. Despite more rain in the forecast, volume should regain some speed next week and all through the month of February, giving the green light to promotional opportunities. High-tech fruit in central Mexico will be in steady supplies, helping to add to the overall beef volume for the next few months.

Colored Bell Peppers: Colored bell production has lightened up significantly from last week. As we move forward into the next few weeks, availability could remain on the light side, especially on orange and yellow. With cooler temps projected for many of the growing regions over the next 7-10 days, we also expect greening on most arrivals.

Organic Veg Items: Organic cucumbers, green bells, and squash have been available in adequate quantities this week, but we could see challenges when the recent weather catches up to the crops.

ON THE HORIZON CONTENTS

February Calendar- [page 3](#)

Fresh Cut Focus- [page 3](#)

Keep Your Eye on the Consumer- [page 2](#)

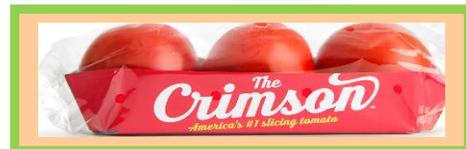
National Weather Spotlight- [page 4](#)

Pack Your Bags - [page 5](#)

Produce Barometer- [page 3](#)

Restaurant Industry News- [page 5](#)

Sustainability Matters- [page 4](#)



KEEP YOUR EYE ON THE CONSUMER

Here's What Gen Z, Millennials Like and Dislike About In-Store Grocery Shopping

By: Marianne Wilson, www.chainstoreage.com, January 31, 2020

While many younger consumers have purchased groceries online, it is not their preferred destination when it comes to food shopping.

That's just one of the unexpected trends in grocery shopping habits revealed in a new survey from the University of Southern California Marshall School of Business. The study, which was authored by Diane Badame, indicated that online grocery shopping is not a primary grocery channel for the vast majority of Gen Z and millennial shoppers.

Gen Z households spend an average of only \$85 per month purchasing groceries online, which equates to 15% of the \$550 they spend monthly on groceries, according to the study. Millennial households tend to do more grocery shopping online, spending an average of \$157 per month. But this is only 26% of the \$615 they spend monthly on groceries, according to the study.

In-store retailers are preferred over online because they allow shoppers the control of choosing their own produce, cuts of meat, seafood, etc., the study found. This autonomy is such a meaningful factor to Gen Z and millennial shoppers that most respondents (71%) rated this as their favorite part of in-store grocery shopping, followed by the opportunity to discover new products (56%) and enjoying the overall experience that in-store retailers offer (41%).

As to what Gen Z and millennials dislike about in-store shopping, the crowds topped the list. Long checkouts and the journey of getting to the store – including commuting and parking – were drawbacks of shopping in-store.

The most important factors for both generations when selecting a grocery store are low prices, high-quality fresh foods, and cleanliness. The least important factors are stores' recycling/sustainability practices, selection of ethnic and cultural foods, and selection of all-natural and organic products.

Other findings from Marshall's "Grocery Shopping Habits of Gen Z and Millennials" are below.

- Among all Gen Z and millennial grocery shoppers, a majority like grocery shopping or do not mind grocery shopping (61% Gen Z, 59% millennials). Only a few Gen Z (16%) and millennials (17%) think of grocery shopping as a chore. And, even fewer (10%) among both groups would prefer not to grocery shop
- Seventy-two percent of Gen Z and millennials are not willing to spend more than 20 minutes to travel to their primary grocery store.
- Both Gen Z and millennials say in-store grocery shopping is fun. The number one reason respondents are unlikely to shop for groceries online is because they enjoy shopping in-store.
- About one-half of Gen Z and millennials dislike online shopping's high delivery fees and the inability to choose their own items, such as produce, meat, and seafood.
- Most respondents (62% Gen Z, 61% millennials) do not subscribe to any food delivery programs, such as Blue Apron.



TRANSPORTATION FACTS

*The National Diesel Average tumbled \$.05 this week, moving from \$3.01 to \$2.96 per gallon.

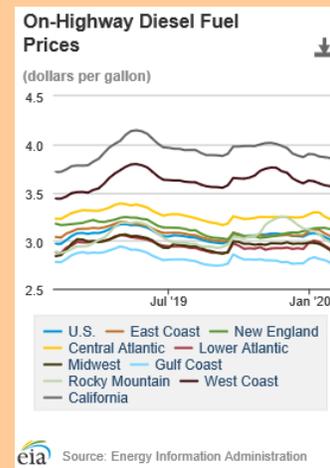
* The average price for a gallon of diesel is \$.01 lower than the same time last year.

* All regions of the country reported price decreases ranging from \$.01-\$.06 lower than last week's markers. The Gulf Coast came in with the biggest drop of over \$06 per gallon.

*As usual, California's fuel price tops the charts at \$3.81 per gallon while the Gulf Coast remains the low-price leader at \$2.71 per gallon.

*The WTI Crude Oil continues to slide downward (4.8% this week), moving from \$52.14 to \$49.61 per barrel.

*Trucks are short in Central and South Florida but other shipping points report adequate availability this week.





FRESH CUT FOCUS

Creatively Cognizant Consumers

Contributed By: Wil Wilbur, Manager of Culinary Development

For the month of February we'll be featuring concepts that reflect the *Creatively Cognizant Consumer*. We will outline the key ingredients that inspire this mindset in our customers, as well as provide menu application options, versatility ideas, and photos.

Lipman's fresh cut product line provides you with the best of nature, cut fresh and packed for convenience year round. Our product-specific processing and patented packaging drives optimal shelf life – meaning you'll receive only the best product, every time. And this produce not only tastes good... it helps customers save valuable time in the kitchen, and the convenient packaging also reduces the risk of foodborne illness, by decreasing the opportunity for cross-contamination. For more information, please reach out to your usual Lipman contact or one of our fresh cut specialists: Johnathan Maldonado at 214.907.0695, Wil Wilbur at 214.213.0559, Chris Daulerio- East at 215.870.8956 or Brian Arbini- West at 209.402.5184.

Creatively Cognizant



Is this vegan? Do you have almond milk? Is this meat grass fed? Do you have a gluten free menu?

It is 2020 and answering these questions is the new norm for foodservice providers. People are becoming more and more curious of what they consume and aware of their body's digestive process.

The following slides provide you with some creative ways to incorporate diet trends and plant-based recipes into your menus.

Did you know?

- ✓ For the first time in 4 years the national life expectancy average has increased. Of course this is due to many factors, but one being people's increasing cognition of what they eat.

We offer fresh-cut:

- ✓ Tomatoes
 - ✓ Round
 - ✓ Roma
 - ✓ Grape
- ✓ Squash
 - ✓ Hard Squash
 - ✓ Zucchini
 - ✓ Yellow Squash
- ✓ Cucumber
- ✓ Pepper
 - ✓ Bell Pepper (R,Y,O,G)
 - ✓ Jalapeno
 - ✓ Poblano
- ✓ Onion
- ✓ Fajita Blends
- ✓ Pico de Gallo Blends

Ask your sales representative about our different pack sizes and current prices

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Fair to Good	Higher
Cucumber	Good	Higher
Eggplant	Varied	Higher
Green Beans	Good	Higher
Jalapenos	Good	Higher
Onions	Good	Steady
Squash	Fair to Good	Higher
Tomatoes	Fair to Good	Active



FEBRUARY CALENDAR

All Month

Return Shopping Carts to the Supermarket Month

February 7th -12th

Solo Diners Eat Out Weekend

February 9th

National Pizza Day

February 10th

Clean Out Your Computer Day

February 14th

Valentine's Day

Naples, FL Weather

Sat	Sun	Mon	Tue	Wed
Feb 8	Feb 9	Feb 10	Feb 11	Feb 12
72° F	77° F	79° F	79° F	80° F
59° F	64° F	65° F	66° F	71° F
NE 11 MPH	ENE 13 MPH	E 11 MPH	ESE 9 MPH	ESE 11 MPH

SUSTAINABILITY MATTERS

8 Steps Closer to Zero Waste in Restaurants

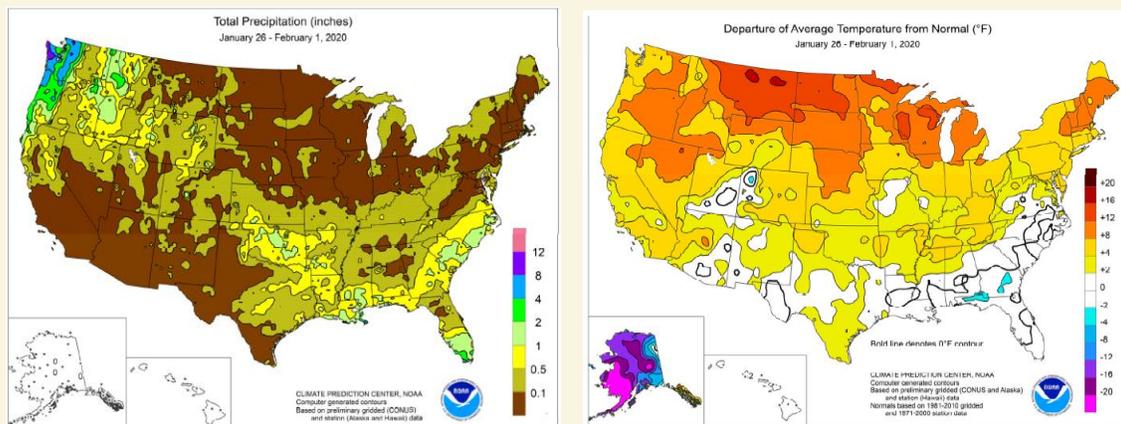
www.restaurant.org, January 27, 2020

The desire to source eco-friendly packaging crowned the overall trends list and getting closer to zero waste ranked high as well in the National Restaurant Association's What's Hot 2020 annual culinary forecast. Zero waste is tough in any restaurant, but there are plenty of ways to make operations more eco-friendly.

1. Environmentally savvy operators measure what they throw out. Before leftover and expired food and trimmings go into the garbage, set up a means to divert it to be measured. By tracking what and how much you're throwing away, you get a sense of what you're over-ordering or over-producing and what's not selling. Use this info to scale back your orders and adjust your menu accordingly.
2. Are you regularly scraping food from diners' plates? How large are the leftover portions you're packaging to go? Your portions could be off. Consider reducing serving sizes. Think about serving meals on smaller-sized plates that make a smaller portion look larger.
3. Clean and organize your walk-in coolers to reduce waste. See-through containers and labels are key – they show you what's stored and how long it's good. Labeling makes it easy to use food on a first-in, first-out schedule, reducing spoilage. If you can see what you've got, you can find ways to use it.
4. Leftover baked goods such as breads, pastries and pies also make great ingredients for stuffings and bread puddings. Some restaurants, unhappy about tossing uneaten "table" bread, have started charging a small fee on the menu for bread. If a customer complains, servers are empowered to bring them bread for free.
5. Look for local craftspeople who build furniture from repurposed lumber and other materials or tap into the free-stuff apps and other social media platforms to find décor and furniture. Not only will you be recycling these materials, your restaurant will look like no other.
6. If you brew your own beer, you generate spent grains. As long as they aren't mixed with hops, these remains make tasty dog treats. Hand them out to pet-owning customers or donate them to local shelters, kennels, groomers and other dog-friendly businesses.
7. Offering a salad bar with a gazillion things to choose from may look amazing, but how many of those choices are you mostly throwing away? Consider scaling back your offerings to those that move the most. Toward the end of a meal period, switch out deep pans for more shallow pans to keep them looking full.
8. Use trimmings from vegetables, fruits and proteins in stocks, sauces, pesto and purées. Some chefs roast these scraps, dry and grind them into powder to add unique flavor to menu items and condiments, as well.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



RESTAURANT INDUSTRY NEWS

10 Ways to Make Your Customers Heart You on Valentine's Day

By: Kristi Turner, www.fastcasual.com, February 5, 2020

As George Bernard Shaw once said, "there is no sincerer love than the love of food." And with Valentine's Day right around the corner, we couldn't agree more. Food is an integral part of every celebration; and the holiday of love is no exception.

Aside from Mother's Day, Valentine's is the most popular day for dining out. According to an article published on NRA's website last February, 32% of Americans visited a restaurant on Valentine's Day. But don't make the mistake of thinking that Valentine's Day is just about couples. According to Bing, half of Americans identify as single. Of those, 25% plan to do something for Valentine's Day. Single men will spend an average of \$71 while single woman will spend an average of \$40, making Valentine's Day a holiday that your restaurant simply can't afford to ignore.

Below are 10 ways to promote your restaurant as the Valentine's hotspot:

- 1. Start now.** Be sure your website and social media pages promote your Valentine's Day specials and events. Also check that your contact information is up-to-date on these pages as well as in Google, Yelp, OpenTable and Urbanspoon.
- 2. Send a personalized invitation to your customers.** Send a personalized email with your upcoming promotions. Sweeten the deal with a "We love our loyal customers" coupon for a free dessert or appetizer. Then take it a step further and have your servers mention the upcoming specials and events when dropping off guest checks.
- 3. Provide early bird discounts.** Let's face it, not everyone is going to want to face the large crowds that come with Friday nights; especially a Valentine's Day crowd. There is no need to limit your specials to just one night! Think about offering your promotions all week long to accommodate everyone's preferences.
- 4. Offer thoughtful incentives.** A free single red rose or a small box of chocolates for each table will not break the bank and can greatly increase any couple's Valentine's dining experience and perceived value.
- 5. Offer heart shaped... anything!** You don't need to do a specialized menu, just personalize certain items during the week of Valentine's. Think heart shaped pizza, heart shaped cookies, heart shaped mashed potatoes even. There is no limit to your options this week.
- 6. Create the right ambiance.** It sounds obvious, but make sure customers are greeted, seated promptly, that the music is appropriate, timely, and at the right volume. You'll want to make sure guests can talk and connect. Decorate for the occasion to make it special, not just another meal out.
- 7. Create "Grammable" opportunities.** In the era of social media, a big part of any great experience is being able to share it with friends and followers. People want to show off their special night with their loved one. Create an experience that's worthy of "the Gram" by setting up a love-themed photo backdrop or providing props. Encourage your employees to join in the festivities and take photos with guests. Get your own Snapchat filter, so guests can tag their photos with your name and location. Create a catchy hashtag and post it around the restaurant. These tactics turn your customers into an army of marketers for your restaurant
- 8. Cater to the stay-at-home crowd.** Of course, not everyone wants to go out for the evening, but that doesn't mean you can't turn the home crowd into customers. Offer catering specials for full meals or even take-home-and-heat appetizers for those who plan to host their own get-togethers. Set up a special prep area to make the carry-out process as efficient as possible so as not to interfere with your in-house guest experience.
- 9. Appeal to those seeking alternatives.** Create a week of single events or friend activities to bring in large groups of people who want to celebrate the holiday sans date. Host a paint-and-sip or cookie decorating event where guests can leave with a handmade craft. Or offer a mixology class where your bartenders demonstrate how to make fun cocktails.
- 10. Plan an "anti-valentine" night.** Does your restaurant not scream "date night"? With the amount of single people still planning on going out, that may not be a bad thing! Promote yourself as a fun alternative for those who don't want to sit at home by throwing a "love stinks" party complete with appropriate play list and perhaps a hear pinata to really drive in the point.

FRESH

TOMATOES


the best of nature™

MARK YOUR CALENDAR & PACK YOUR BAGS!

February 27-29, 2020
SEPC's Southern Exposure 2020
Tampa Convention Center
Tampa, FL
www.seproducecouncil.com
Come see the Lipman team at booth #436!

March 9-11, 2020
Midwest Foodservice Expo
Wisconsin Center
Milwaukee, WI
www.wirerestaurant.org/expo

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Questions or comments about the newsletter?
Contact: joanna.hazel@lipmanfamilyfarms.com

Lipman Family Farms www.lipmanfamilyfarms.com | PHONE 239.657.4421 | FAX 239.657.6951

5