



MARKET UPDATE

Tomatoes: The Eastern tomato market is status quo this week: good-quality fruit and plenty of it. Florida growers continue to harvest a lot of larger rounds, making smaller sizes available in ample, but not abundant volumes. Roma and grape availability also remain consistent and ample to meet demand. Supply should be steady for the next few weeks.

Western Mainland Mexico growers are crossing strong volumes of both romas and rounds with overall nice quality. Grape tomatoes are being harvested from both older and newer fields with the best quality coming from fresh blocks of fruit.

Bell Peppers: Eastern bell pepper yields are beginning to see the effects of previous weather with lighter supply this week. Quality remains mostly good, but there are some weather-related concerns and extra-large peppers have been on the short side. Mexican growers are also short on retail-friendly sizes as they have been working later picks in older fields. Although they experienced a low point in the production cycle this week, harvest numbers should be back to more normal levels next week. Western product quality is good, as long as the fruit is fresh.

Cucumbers: Mainland Mexico has hit a light spot in production, as some growers in the Sinaloa area work through gaps between plantings. Honduran farms also brought lighter supply into the Eastern US this week with even lower numbers expected next week. Both areas should see volumes improve in 10-14 days when new crops mature.

Summer Squash: Great weather has improved Florida's squash

supply this week, but much of the Eastern demand has gone to Mexico because of wind scar and decay concerns on Florida's product. Warm weather in Mainland Mexico has brought on production increases, with promotable volumes of zucchini and steady supply of yellow squash available now. Quality and condition are good.

Green Beans: With lower yields and quality challenges attributed to previous weather, Florida's green bean availability has lightened up this week. Mainland Mexico growers expect to cross steady supplies of beans for the next few weeks unless growers opt to walk away from fields due to low market prices.

Eggplant: Western Mainland Mexico farms continue to enjoy steady production on eggplant and are crossing fruit daily. Quality is strong and the fruit has legs to travel. In the East, eggplant volumes are lighter than they have been but adequate to meet demand. Quality is mostly good, with the best fruit coming from newer fields.

Chili Peppers: We're beginning to see Mexican chili pepper markets tighten a little, as growing areas start to transition. Serrano and Anaheim availability is snug, but there seem to be adequate volumes of other varieties. Quality varies, but is best from new growing areas and fields.

Hard Squash: Honduras is bringing strong volumes of butternut into the US, but have yet to bring any substantial numbers of acorn or spaghetti squash. This is shifting much of the country's demand to Mexico, where growers continue to have all varieties available with improved quality.

TRANSPORTATION FACTS

* The National Diesel Average remained stable this week at \$2.56 per gallon.

* The average price for a gallon of diesel fuel is \$.55 higher than the same time last year.

* The West Coast/California areas had slight price increases while all other areas of the country reported stable or decreased costs for diesel over the past seven days.

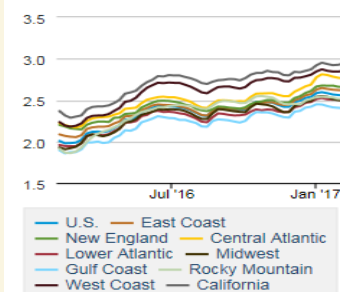
* California remains the high-price leader for diesel fuel at \$2.94 while the Gulf Coast region continues to offer the best bargain at \$2.40 per gallon.

* The WTI Crude Oil price fell less than 1% this week, moving from \$52.81 to \$52.34 per barrel.

* Slight truck shortages are reported in Central & South Florida as well as in some potato & onion shipping areas. Mexican crossing points have noted adequate or surplus levels of transportation this week.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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RESTAURANT INDUSTRY NEWS

How Restaurants Can Attract Gen Z Customers

By: Joseph Szala, www.restaurant-hospitality.com, January 31, 2017

Restaurants have traditionally been a means to an end. But due to mountains of options, they've surpassed the basic utility of satiating hunger, and have created new need and want states. This phenomenon is especially prevalent among Generation Z. For them, brands have evolved into cultural and social statements. Translation: Restaurants are no longer here to simply satisfy hunger.

In today's world, young diners and would-be brand ambassadors want brands that reflect and contribute to their shared values. Great products and superior customer service are table stakes.

Restaurants that help exert and receive influence among this generation's peer group get their attention, and eventually their loyalty. The culmination of brand experiences has to be more than just purely transactional. They must connect with authentic participation as the catalyst.

A recent study conducted by iris Worldwide looked at shopping behaviors of Millennials and Gen Z. Overall, this group looks for brands that deliver a unified and genuine message that aligns with every experience, including the transaction of buying. They want seamlessness in all the ways they communicate. After all, these brands do the talking for the consumer.

There are brands that are ahead of the curve and understand this evolution, and others that must innovate or perish. Here are four things restaurants should consider in cultivating more meaningful relationships with Gen Z:

Celebrate communities that

share the same values.

Focusing on core influencer groups within your market is a stellar way to gain traction and build buzz. Celebrate the things that get them excited inside and outside your four walls. Aligning with their passions will position you as a "friend" and spark more opportunities for word of mouth, social chatter and buy-in from those who have a much larger reach and loudspeaker.

Present your brand and food within their culture. Too often, restaurants only consider the experience inside their four walls. Instead, they need to consider the potential for their brand to be a lifestyle, not just a hunger cure. This happens outside the four walls and within different subcultures. So ask not how the culture of Gen Z fits into your brand, but how your brand fits into their culture. They want real, authentic experiences that aren't afraid to be human. That means fessing up to mistakes, listening to people and having a personality.

Many local, independent restaurant brands excel at community integration by having strong showings at local events large and small. It's more genuine than throwing money at sponsorships and calling it a day. These brands get face to face with the people in their market and create connections with each other and the brand.

Help them experience your brand in their channels. The restaurant industry has been stuck in a rut with old-fashioned dining experiences. Gen Z is tech savvy and tech dependent, and, in the traditional sense, they don't always want someone to take their order, provide suggestions and interrupt their conversations to ask them how their meal is. They're well versed at handling

the process — and complaining when something isn't right.

Utilizing new features on popular social platforms can also work towards building your brand. For instance, Instagram's new "shop now" capabilities can quickly convert a passive viewer into a potential customer. It just takes some extra thinking and an attention to creative opportunities.

Many restaurants saw the value in emerging platforms last summer, when Pokémon Go hit like a tidal wave. By setting up PokéStops and using the platform's lure item creatively, they were able to draw in people quickly, effectively and inexpensively.

Make dining super simple and super social. Many full-service brands have been hesitant to implement a kiosk or a digital-forward approach to ordering. The rationale usually includes the lack of personal touch and the ability to upsell. However, the industry continues to fail to reinvent the way we grow with ever-changing consumer needs and wants. Rethinking how customers order and engaged could be the disruptive game-changer, akin to Uber's overhaul of personal transportation. It wasn't that personal transportation wasn't available before Uber; it's that Uber made it simple and intuitive.

Attracting Gen Z isn't an enigma. These customers aren't mythical beasts that require magic to be found. Above all, they require authenticity from brands across the board. By following the four points above, you can conform your brand to their will and wants effectively. After all, their buying power is only growing. Those who choose to stay ahead of the curve will win.



LIPMAN IN PICTURES

Here are some of the fantastic photos that were submitted for the January Lipman Photo Contest!



The Crew at Lipman's Western Repack
Submitted By: Nick Brown



Team Lipman at the Harry Chapin Food Bank Hunger Walk
Submitted By: Jaime Weisinger



Farm 7 Harvest Time
Submitted By: Kevin Yue



Grow Strong and Be Fruitful
Submitted By: Jesus Gutierrez

PRODUCE BAROMETER

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



FEBRUARY CALENDAR

All Month

Return Carts to the Supermarket Month

Second Full Week

Random Acts of Kindness Week

February 13th

National Italian Food Day

Clean Out Your Computer Day

February 17th

Bean Day

Immokalee, FL Weather

Fri Feb 10	Sat Feb 11	Sun Feb 12	Mon Feb 13	Tue Feb 14	Wed Feb 15
79°F	81°F	81°F	82°F	82°F	81°F
54°F	55°F	57°F	57°F	57°F	57°F
NNE 14 MPH	E 11 MPH	E 7 MPH	N 5 MPH	ENE 8 MPH	S 14 MPH
Precip 20%					

AN APPLE A DAY

The Relationship Between Food and Mood

By: Abbie Gellman, www.foodandnutrition.org, February 8, 2017

Turns out that the old saying “you are what you eat” is true, especially in relation to food and mood. Over the past several years, many evidence-based studies have been published detailing how some foods help improve your mood while others make it worse. Important nutrients affect brain chemistry, impacting mood, memory and cognitive function. However, if you’re eating a healthy balance of whole foods that contain a variety of nutrients, you’re more likely to feel calmer, more content and generally in a better mood.

Ways Your Food Intake Can Affect Your Mood

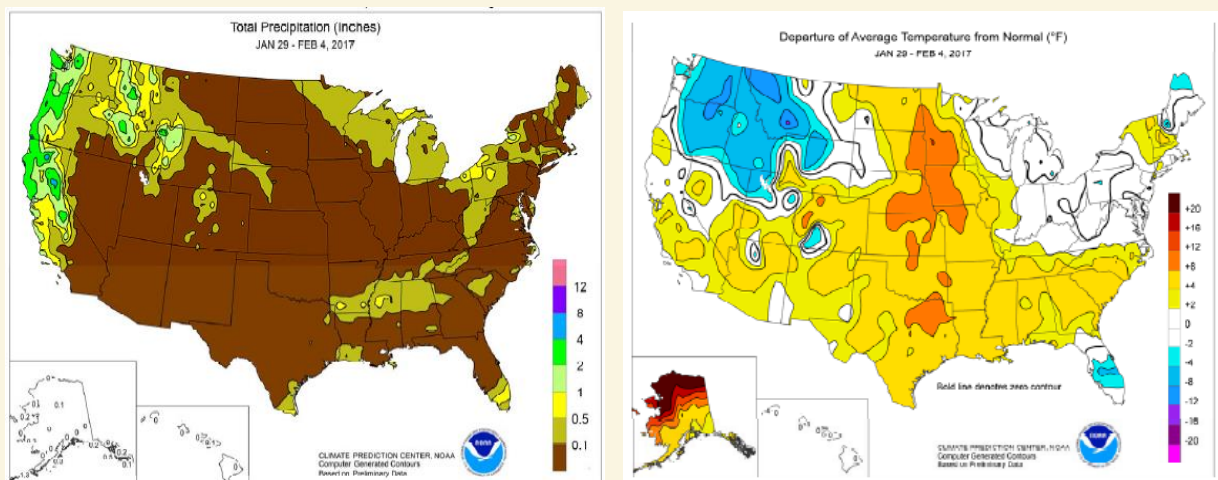
- You aren’t eating at regular intervals. Not consuming enough calories can lead to problems, such as feeling foggy, tired and low energy.
- You’re cutting out or skimping on essential food groups, which your body needs to fuel itself and produce serotonin, the brain’s “feel good” chemical.
- You’re forgetting essential vitamins and minerals, which can cause depression, inability to concentrate and chronic fatigue. A diet lacking essential nutrients such as iron can disrupt brain chemistry and alter mood and behavior.
- You’re not getting ample omega-3 fatty acids, which have been linked to a lower incidence of depression.
- You’re eating many processed foods, which may contribute to a larger waistline, feeling sluggish and potentially lead to insulin imbalance and inflammation when over-consumed.
- **Insulin levels:** Some processed foods, especially those with large amounts of added sugars, can cause insulin levels to spike and drop rapidly, causing hunger to occur again fairly quickly.
- **Inflammation:** Chronic inflammation can be a result of a diet that includes a large amount of processed, manufactured foods. This leads to elevated levels of C-reactive protein, which is associated with increased risk of psychological distress and depression.

Ways to Improve Your Mood Through Food

- Load your plate with mood-supporting foods by eating a rainbow of fruits and vegetables.
- Consume foods as close as possible to how they look in nature. For example, an orange is less processed and closer to nature than orange juice.
- Eat plenty of dopamine-building foods, such as fish, poultry, eggs, leafy greens and legumes.
- Increase intake of omega-3 fatty acids, found in fish, flaxseed, chia seeds and walnuts, to help fight off feelings of depression.
- Sprinkle in magnesium-rich foods, which support sleep. Foods high in magnesium include almonds, spinach, pumpkin seeds and sunflower seeds.
- Limit added sugars. Choose no-sugar-added varieties of foods when possible. Have fruit for dessert more often than sugar-sweetened treats.
- Get your vitamin D level checked. Low levels of vitamin D are associated with depression and mood disorders. Vitamin D can be found in fatty fish, egg yolks, liver and sunshine.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

Can Baby Boomers Save the Fast Food Industry?

By: Patricia Lippe Davis, www.qsrmagazine.com, February 2017

Sixty-two percent of all fast-food and drive-in restaurant visits over the next 10 years will come from people 50 or older, according to MRI research from spring 2016. That will mean an additional 1.4 billion visits by 50-plus consumers compared with an increase of just 875 million among those ages 18 to 49.

This is big news for the fast-food industry. The 50-plus demographic is a powerful consumer group whose choices can have a big impact on a brand's bottom line. So what can marketers learn from this development in the fast-food sector? Here are three key 50-plus consumer attributes:

They Want to Save Time with Quick Service

People over 50 are reinventing life's "golden years" as a time of possibility. They stay active, exercise, volunteer, and travel, all of which lead to needing quick meals that fit into their busy lives. With active lifestyles and longer careers, their spending no longer is reduced as they age. In fact, the 50-plus demographic now accounts for 51 percent of all consumer spending. Thanks to being healthier and living longer, this group will influence purchasing far beyond the age at which consumers have traditionally fallen off marketers' radar.

The 50-Plus Demo Demands Healthy Choices

The percentage of gym members age 50-plus has doubled from 15 percent to 32 percent since Boomers started turning 50. One out of every three people at the beach is over 50. Fitness-minded Boomers are not going to offset that hard work with a calorie- and sodium-laden binge-fest. Marketers who provide fast solutions for healthy meals will win 50-plus business.

They Prioritize Time with Their Grandchildren

Today's Boomers take on a whole new role as "enhanced grandparents" who are involved in their grandchildren's daily lives. They cheer on the sidelines at sports games, applaud during school concerts and are just as likely as mom and dad to take grandchildren places with their friends. Who likes to stop off for lunch more than a kid? If the food options are there for Boomers along with Happy Meals, everyone wins. Marketers who can win over grandparents will gain their families, too.

What's Next?

As quick-service companies aim to improve their bottom lines, the good news is targeting 50-plus consumers with customized offerings and messaging offers incremental growth opportunities in today's challenging marketplace.

MARK YOUR CALENDAR & PACK YOUR BAGS!

March 9-11, 2017

Southeast Produce Council's Southern Exposure 2017
Walt Disney World's Dolphin Resort
Orlando, FL
www.southernexposure.seproducecouncil.com
Join Lipman at Booth 1400!

April 10-11, 2017

United Fresh's Recall Ready Training Workshop
Darden's Restaurant, Inc. Headquarters
Orlando, FL
www.unitedfresh.org

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