



## MARKET UPDATE

**Round Tomatoes:** VA farms have been harvesting around rain showers, but are providing consistent volumes. Harvests are expected to stay strong for another 7-10 days, then will lighten up for several weeks as lighter plantings and harvests are scheduled during this time period (which is when CA volume will be at its peak). Quality has been holding up nicely despite the occasional weather and the size profile is spread out. TN growers have been slow to come on with rounds this year (about 2 weeks late) and volume is still in the early stages of the season. There are more growers planning to come online (at least one this week), so we should eventually see decent numbers out of TN. The NC mountain area has light but steady volume on vine-ripes with nice quality. CA farms are easily handling much of the Western demand as all major growers are rolling with round crops. Most farms are heavier to larger-sized fruit, but that varies by location. Volumes should remain strong for at least a few more weeks, but we could see yields affected by the recent heat wave later in the season. Since CA crops are generally not staked, they are susceptible to shape issues and scarring, which we're seeing on some lots now. Vine-ripes in Mexico are mostly an East Mexico deal, as some of Baja's early growers have dropped off and West Mexico is completely finished

**Roma Tomatoes:** TN farms started with romas a week or so earlier than rounds, so there is a little more volume available on romas in the East this week. Other programs in NC and AL also have light volumes but nothing game-changing. We look for product in NJ and other more northern areas to come onboard in the next few weeks. Mexico's roma crossings are relatively light this week as West Mexico and Baja start to wind down, leaving East Mexico as the primary supply area. Northern CA farms are now into good volumes, but color and scarring are reducing the amount of retail-appropriate fruit.

**Grape Tomatoes:** Lipman's VA farm has been able to run pretty steady on grapes, although several other growers in the area had to walk away from plantings due to the effects of rain. So, overall, there's less volume around but there are some local deals in AL and NC to help

meet demand. Quality is just okay which is reducing packouts, but the end result is a nice box of fruit. Western markets have a little product in both CA and Mexico but are also feeling the squeeze on supply.

**Bell Peppers:** Peppers are really snug in the East this week. Current production areas in NJ, NC, KY, VA, etc. have dealt with extreme heat, rain, or both, which has toned down production. Most quality is good, but there are growers here and there with some pest or disease issues beginning to affect fruit. MI has shipped a few so far, but won't really be up and rolling with volume for another 7-10 days. Meanwhile in CA, pepper production continues to transition between growing areas, including some that are trying to catch up from pollination and production issues. Gilroy is the "new kid in town" but hasn't really gotten into volume yet, so availability is light and has been variable. Numbers should improve as we move into August and Stockton starts for the season.

**Cucumbers:** Both Eastern and Western markets have plenty of cucumbers for sale this week! MI, NY, and NJ are all in strong production so there's plenty of fruit around and overall quality is good. Baja and WA are covering the West as both areas have seen upticks in production over the past week.

**Summer Squash:** Same story as last week on squash.... It's available locally in most every state that can grow squash. However, quality and volume has been varied due to abnormal weather patterns including a heat wave, above normal July precipitation, and cold fronts. This is sending buyers to MI, where they've been the source for volume. Quality reports have been mixed out of MI with the worst concerns including sunken areas, decay and of course, scuffing/scarring. Word is that MI's volume will likely drop off next week because of heat and bloom drop. With production increases in CA, WA and Baja, Western squash is plentiful this week.

**Green Beans:** MI and TN are the primary areas for Eastern green beans. Both areas have shipped light to

moderate supplies and seem to be able to meet demand. In the West, several districts in CA and Eastern WA are churning out good volumes this week. We do expect CA harvests to cut back soon as hot weather hits the fields but Baja will be into a new block by next week to help with supply.

**Chili Peppers:** Chili pepper production is in full swing in Baja and Santa Maria, CA and there's plenty of product available. Southern Mainland Mexico is producing as well, creating some deals here and there. Most of the Eastern chilies are coming out of NC this week, but there is some NJ product starting to show up. MI will also come onboard in a few weeks. Local deals in VA and KY are rolling along with light and moderate volumes, respectively.

**Organic Squash:** Between Baja, the Northwest, and CA, there are solid amounts of organic zucchini and light to moderate numbers of yellow squash available in the West. Eastern growers are limited to local/regional deals with a wide variety of crop yields and quality at this time.

**Organic Cucumbers:** With both Baja and Eastern WA's volume building, the West has a solid supply of organic cucumbers this week. Eastern supply continues to be snug, although there are small pockets of availability in NY, KY, and VA.

**Organic Green Bells:** With only one grower in CA running and only a few in the East with minimal numbers, organic green bells are in a short situation. We look for supply to improve over the next 2-3 weeks as new areas on both sides of the country get up and running.

**HH Beefsteak Tomatoes:** Both Canada and NE have provided mostly steady volumes of HH beefs this week. Central Mexico also has some product available, but volume is light and is mostly #2 fruit.

**HH Colored Bell Pepper:** Both Canada and Mexico's colored bell numbers are on the light side this week. Eastern Canada's houses expect to see a little more volume next week which helps, but sizing looks to be smaller for these picks.

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Transportation Facts  
on Page 2 this week!



## KEEP YOUR EYE ON THE CONSUMER

### Gen Z Swinging the Pendulum Back to Brick and Mortar?

By: Jim Dudliceck, [www.progressivegrocer.com](http://www.progressivegrocer.com), July 22, 2019

Turns out my wife might be right – our daughter's generation is old fashioned.

Of course, that doesn't mean they're giving up their handheld devices anytime soon, certainly not our 15-year-old (except when she's at the wheel of the car that she's now learning to drive).

But it looks like members of Generation Z – born roughly between 1995 and 2010 – possess some sensibilities common with older folks, like us Gen Xers.

Zs are “old souls in young bodies,” says Jeff Fromm, president of consumer trends consultancy FutureCast and author of several books on marketing to younger demographics. Speaking at the recent Dairy Experience Forum in St. Paul, Minn., Fromm listed several traits common to GenZ: competitive, career-focused, more protective of their social media exposure, and concerned about equality.

Fromm moderated a forum panel of eight GenZs, ranging in age from 18 to 21, who discussed their attitudes about life, social media and consumerism. Ostensibly aimed at garnering the youths' views about dairy products, the discussion gleaned some interesting views about food and shopping in general.

Most members of the panel acknowledged a desire for greater convenience in eating due to busy schedules for work and school, with – as we have been led to believe – smaller meals and snacks replacing traditional sit-down eating occasions.

But while they embraced online shopping, the youths still expressed an appreciation for the in-store experience. Some described grocery shopping as “relaxing,” while others said it's “easier to try new things in person.” And they don't necessarily consider trips to the supermarket out of step with convenience, with one panelist declaring, “I can make it convenient,” by planning her meals and preparing them in advance.

(The panel's feedback was in line with a new *Progressive Grocer* consumer survey, the results of which will emerge over the next couple of months.)

Other revelations: In choosing brands or products, with prices being comparable, panelists said they'd select items from companies known for being socially or environmentally responsible; packaging was also noted as a purchase influencer. As consumers, Zs are looking for products and services that mesh with their personal values and identities, including health, communication, consistency, independence and self-improvement.

Asked, if given \$2,000, how they'd spend it, most said they'd pay their bills first, or put a chunk into savings.

I think my grandparents would have gotten along well with these young folks, had their paths crossed down at the grocery store.



#### TRANSPORTATION FACTS

\*The national diesel average dropped \$.01 this week, coming in at \$3.04 per gallon.

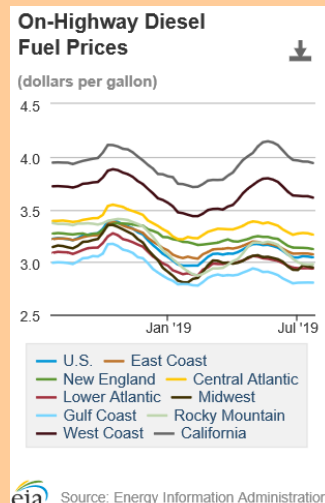
\* The average price for a gallon of diesel is \$.18 less than the same time last year.

\* All regions reported price increases of \$.01 or less except the Rocky Mountain zone, where the price remained constant.

\*California's price charts the highest at \$3.94 per gallon while the Gulf Coast is the low-price leader at \$2.80 per gallon.

\*The WTI Crude Oil price dropped 1.5% this week, moving from \$57.62 to \$56.77 per barrel.

\* Trucks are tight in Missouri, Indiana and Illinois. The Eastern shore (DE, MD, VA) is also coming up a little shy, but all other shipping areas have adequate or surplus levels of transportation available this week.



## We Follow the Sun!



### THESE TOMATOES ON THE VINE ARE PERFECT FOR ANY SANDWICH OR COMPLIMENT TO ANY SALAD

These juicy, bright red bunches of 4 to 5 tomatoes ripen on the vine, bringing the best farm-to-table freshness these sweet and firm fruits have to offer

#### FLAVORFUL

These perfectly round TOV's are full in color and sweet in flavor. Perfect for any sandwich or salad.

#### CONVENIENT

Packed in a convenient poly bag, grab, wash, slice and enjoy!

#### INSPIRED BY NATURE

Greenhouse Grown Ripened by the sun.



### Pack Styles

#### TOMATOES ON THE VINE

11lb Bulk  
13lb Bulk  
1lb Poly Bag  
24oz Poly Bag

#### FACILITIES

\*\*\*Available in all Facilities

Product of Canada, USA and Mexico

Looking to simplify your buying process? Ask your Lipman/Huron contact how you can get both field and hothouse tomato products from one convenient produce partner.....Lipman Family Farms!

## PRODUCE BAROMETER

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



## JULY CALENDAR

### July All Month

National Grilling Month

National Culinary Arts Month

### July 27<sup>th</sup>

National New Jersey Day

### July 28<sup>th</sup>

National Hamburger Day

Parent's Day

### July 29<sup>th</sup>

National Lasagna Day

## Hendersonville, NC Weather

Fri Jul 26	Sat Jul 27	Sun Jul 28	Mon Jul 29	Tue Jul 30
80° F	81° F	82° F	83° F	83° F
63° F	64° F	65° F	67° F	65° F
NNE 7 MPH	N 3 MPH	NNW 3 MPH	WNW 3 MPH	W 6 MPH
		Precip 10%	Precip 20%	Precip 40%



## RESTAURANT INDUSTRY NEWS

### Chef Chatter: 4 Menu Trends Fast Casual Operators Should Master

By: Scott Weaver, [www.fastcasual.com](http://www.fastcasual.com), July 23, 2019

The fast casual industry is constantly transforming with the ebb and flow of consumer trends, and out-of-the-box concepts continue to join the market. It's vital that we keep up with the latest food trends to maintain the great momentum the industry is currently experiencing.

From incorporating non-traditional spices to having several options for guests adhering to dietary restrictions, independent restaurants are more able to quickly adapt to industry trends. Chain fast casual concepts often take a stab at including trendy items on the menu up to two years down the line. That being said, there are a few consistent steps that R&D teams and chefs at these chain restaurant groups can take to be first in innovation. By making tiny switches on your menu, or adding an LTO based on a consumer trend, your restaurant is more likely to get people in the door, help build word of mouth brand recognition, and expand your customer base.

While Kahala Brands™ consists of 28+ different concepts, we saw an opportunity for menu innovation at the build-your-own-burger concept, The Counter. Because customers are building their perfect burgers, we see firsthand what's trending: plant protein, more options for dietary restrictions, experiential flavors and spices, and "fad" diet offerings. These are continuing to grow in popularity, and here's how and why you should play with them on your menu:

#### 1. Plant Protein

More and more people are coming to the realization that they're consuming an unhealthy amount of red meat, but that veganism isn't a fit for them/would not provide enough protein. Because of this, plant protein is gaining in popularity. Now there are menu offerings like the "Impossible Burger™," that are being implemented in fast casuals. Plant protein presents a hearty, protein-packed option that is designed to replicate the benefits of red meat while encouraging an environmentally-friendly garden footprint. The trend is so popular that food production is off-the-charts and can't satisfy the demand fast enough.

#### 2. Dietary preferences

As food evolves and diagnosing issues with food is getting more precise, we're seeing more individuals are starting to abide by dietary restrictions such as gluten-free, lactose intolerance, vegan, vegetarian, etc. For example, despite not actually being diagnosed with Celiac Disease, there is still a significant spike in consumers eating gluten-free because it is a viably healthier option. Same with lactose intolerance and people who decide to go non-dairy. Concepts that offer alternatives like cauliflower and quinoa or oat milk and vegan cheese are beginning to see more traction with traffic, sales, and profit.

#### 3. Experiential Spices and Flavors

Inventive menu offerings call for taking risks with exotic flavors. Recently, we have recognized that some of our favorite dishes integrate spices that originate from the Middle East and South America. From Africa to Portugal, the ingredients that contain hot and spicy zests pique the most interest in today's foodies. A few flavorful and colorful spices we've noticed guests indulge at The Counter are chipotle, peri peri, harissa, zhug and chimichurri, which all give off that umami sensation to satisfy the trendy consumer's taste buds.

#### 4. Fad diets

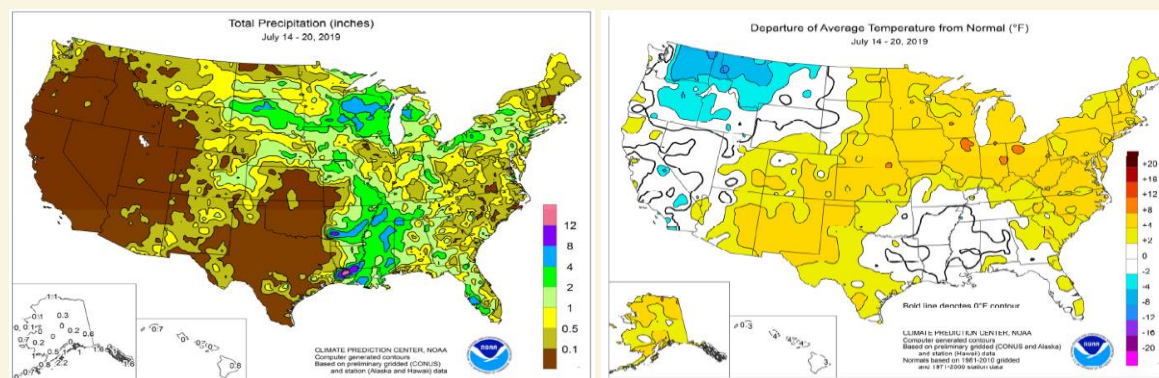
Many try to maintain lifestyles that require a fat-free, very-low-carbohydrate, or high protein diet in hopes of weight loss. Fast casuals have taken it upon themselves to innovate and offer options that appeal to every consumer based on what they can eat within a significant fad diet. Diets that are seeing lasting appeal include: Mediterranean that mainly focuses on seafood, produce, and fresh cheese; Paleo, known as the "modern day caveman;" and Keto, consisting of higher fat and protein.

Each diet should be signaled by a certain item on the menu, but only if the menu item fits in with your brand's personality and identity.

As industry trends are constantly evolving, it is imperative for fast casual food brands to be progressive and provide the latest hot-ticket items. Because, before we know it, there will be a new trend for us to put on the table.

## NATIONAL WEATHER SPOTLIGHT

### Last Week's Precipitation Totals and Average Temperature Deviations



## AN APPLE A DAY

### Research Review Shows Eating Produce Improves Life Expectancy, Quality

By: Ashley Nickle, [www.thepacker.com](http://www.thepacker.com), July 23, 2019

The Produce for Better Health Foundation commissioned a wide-ranging review of research on fruits and vegetables and how consuming them affects health outcomes, and among the results of the review are that eating more produce reduces chronic disease risk and improves quality of life.

Critical Reviews in Food Science and Nutrition published the paper this month. Taylor Wallace, a professor in the department of nutrition and food studies at George Mason University, was the lead author. Wallace is also the acting chief food and nutrition scientist for PBH. Wallace led a group of 13 nutrition scientists on the review project.

"Our findings confirm that eating at least five or more servings of fruits and vegetables per day has benefits far beyond providing basic nutritional requirements," Wallace said in a news release. "Increasing fruit and vegetable intake not only helps to ward off chronic disease but also extends both life expectancy and quality."

The scientists reviewed nearly 100 studies in an effort to summarize the benefits of produce as supported by research. The review will also inform future research priorities and public health messaging strategies, according to the release.

The group of authors found that eating at least five servings of produce daily can meaningfully reduce the risk of cardiovascular disease. They also found that there are "hundreds of fiber structures in fruits and vegetables that support the good bacteria in the gut, which scientists are increasingly recognizing as integral to overall health," per the release.

Research also showed produce supports eye and bone health and may help prevent a range of diseases, including certain cancers.

Another conclusion was that all forms of fruits and vegetables offer "generally consistent nutritional benefits" that can improve health quality.

"The time is now for industry stakeholders across the produce supply chain, as well as health professionals, food influencers, chefs, scientists, thought leaders and other advocates, to work together and inspire Americans to eat more fruits and vegetables," Wendy Reinhardt Kapsak, president and CEO of PBH, said in the release. "We're committed to providing Americans with smart strategies to enjoy more fruits and vegetables every day for happy, healthy and active lives."

**FRESH TOMATOES***the best of nature™*

**MARK YOUR CALENDAR  
PACK YOUR BAGS!**  
**July 26-27, 2019**  
PMA Foodservice Conference & Expo  
Monterey Conference Center  
Monterey, CA  
[www.pma.com/events/foodservice](http://www.pma.com/events/foodservice)  
**Come see #TeamLipman this weekend at booth #1317!**  
  
**September 15-16, 2019**  
United Fresh's Advanced Produce Sales Training  
Grand Hyatt Washington  
Washington, D.C.  
[www.unitedfresh.org/events](http://www.unitedfresh.org/events)

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