



MARKET UPDATE

Tomatoes: Overall availability remains snug in Eastern markets this week, but new growing areas are starting up and will provide at least some relief. Palmetto/Ruskin is harvesting crown picks on late sets and is expected to wrap things up pretty quickly as quality is declining. Production is migrating north to Quincy where they will ramp up over the next 7-10 days. In addition, South Carolina has started picking grape tomatoes and will add other varieties shortly.

Both Mexico and California are active in the tomato deal this week, with the strongest round and roma volumes coming from Baja and Eastern Mexico. With new growers coming to the table, both of these areas expect to see volume increases over the next week. Quality is assessed as good. The California desert also has rounds to offer, but heat has compromised quality in some fields. California's Central Valley is expected to start in mid-June. Grape tomato supply has been short, but shows signs of improvement as Baja begins to see slow, but steady increases.

Bell Peppers: The Eastern bell pepper radar is now focused on Georgia farms where they have solid supplies with mostly larger fruit available. Overall quality is okay, but there are weather-related problems in some lots. With Eastern North Carolina starting in 2 weeks and many local deals coming on board by July 1st, supply should be fairly consistent. The West is in a tight spot on pepper this week as the California desert winds down and Bakersfield has just begun in a light way. Expect supply to improve when more growers join the fun next week. Quality and sizing have been very nice from the Bakersfield area so far.

Cucumbers: Despite some quality concerns, Mainland Mexico expects

good cucumber volume for another week. Baja is now seeing significant volume increases and should keep Western markets in good supply of quality product for at least the next few weeks. Despite a few more growers beginning to pick cucumbers in Georgia, the East is coming up a bit short of demand this week. Farms have experienced various weather during the growing cycle and a larger proportion of the crop is coming up as offgrades. Look for new crops to come on in Eastern Carolina over the weekend.

Summer Squash: Eastern squash volumes are light this week, mostly due to weather and quality concerns in Georgia's crops. Local deals are beginning to crank up for the season and should become significant factors over the next few weeks. Availability is also limited in the West as Hermosillo winds down and California areas are slow to see increases. Yellow squash is especially limited in the West.

Green Beans: Georgia's bean crops have seen more than their share of rain and quality issues, which has caused some farms to walk across fields. Look for the transition to more northern areas to occur quickly. In the West, the California desert is in the short rows of the season. Production is transitioning to Fresno where cooler weather has held back anticipated volume increases. With two additional growing areas getting underway in the next week, Western bean supply should improve somewhat.

Eggplant: Eggplant continues to be short throughout the country. Both Plant City and Georgia have limited volumes to offer but we should see increases out of Georgia over the next few weeks. In the West, the California desert's production has been light due to cooler weather. Supply is minimal and there's a lot of scarring on the fruit that is available. Fresno is expected to start around June 15th.

TRANSPORTATION FACTS

* The National Diesel Average climbed \$.03 this week, now coming in at \$2.57 per gallon.

* The average price for a gallon of diesel fuel is \$.19 higher than the same time last year.

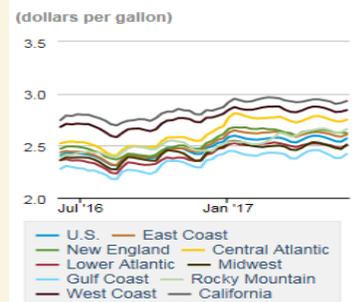
* All but one reporting area (New England) saw price increases of \$.01 to \$.04 per gallon, with the sharpest adjustment coming from the Midwest.

* California remains the high price leader for diesel fuel at \$2.93 while the Gulf Coast region continues to offer the best bargain at \$2.42 per gallon.

*The WTI Crude Oil price remained relatively stable for the second week in a row, moving slightly from \$48.90 to \$48.32 per barrel.

*Truck availability has improved to adequate levels in Eastern shipping areas after the holiday. However, California and Mexico crossing points remain short.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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KEEP YOUR EYE ON THE CONSUMER

Who is the Organic Shopper? It Depends on Who You Ask

By: Mindy Hermann, RD, www.organicproducenetwork.com, May 25, 2017

With demand for organic produce continuing to grow, players throughout the supply chain seek to better understand the organic shopper. Several organizations pose questions about organic attitudes and beliefs in their annual surveys. Taken collectively, the survey results paint an informative picture of today's consumer of organic fruits and vegetables.

Organic perceived as healthier and less processed

The International Food Information Council Foundation recently released its 12th Annual Food and Health Survey, with results derived from an online survey of 1,002 Americans ages 18 – 80. Approximately one-sixth of respondents include organic in their top three definitions of a healthy food and a slightly larger proportion, one-fifth, include organic in the top three definitions of a healthy eating style. About one-quarter, led by Millennials, buy foods because they are labeled organic; organic options are even more important to survey participants when eating out. Interestingly, the

organic label appears to elevate the perception of other product features – twice as many respondents consider conventional baby carrots to be processed, as compared to organic.

Greater availability could help boost produce consumption

The Produce for Better Health Foundation Primary Shopper Report 2016 likewise found support for organic, with 11% of respondents naming organic as one of the top three most important factors when shopping for fruits and vegetables. Not only do over one-quarter of shoppers say that organic foods are important to good health but nearly the same proportion note that having more organic varieties available would help them eat more fruits and vegetables. Locally grown, however, ranked significantly higher than organic as a reason to purchase fruits and

Price matters, and taste matters less

A Pew Research Center survey, The New Food Fights: U.S. Public Divides Over Food Science, 2016, generated a more robust response to organic foods. Nearly one in seven adults bought organic food at least once in the previous month and four in

10 say that some or all of the food they eat is organic. Health considerations drive the purchase of organic foods for a majority of respondents, particularly younger adults compared to those 50-plus, and those who identify as eating healthy and nutritious foods are more likely to purchase organic. Fewer consumers overall bought organic foods in order to help the environment or for their convenience. Support for organics was particularly strong among respondents who care about GMOs.

Price appears to strongly influence organic purchases. Nearly three-quarters of survey respondents say that the price of organic foods compared to their conventional counterpart influences their purchasing decisions. Even frequent consumers of organic foods say they are cost sensitive, although price influence is not as strong as on more casual consumers of organics.

Health generally trumps taste as a reason to purchase organic. Just over half say that organic fruits and vegetables are better for health but only one-third describe them as tasting better. But those who eat organic foods more often are more inclined to say they taste better.



**Looking for a fresh take on organics?
Ask your Lipman produce professional about our
line of organic products.....Grown True!**



LIPMAN LOCAL IN PICTURES



Danny McConnell does a fantastic job with squash and cucumbers for our North Carolina programs.



Joel Wilson of Cedar Point Farms in Kentucky will provide a steady source of bell peppers when the season begins in a few weeks.



Gary Morgan provides us with eggplant from beautiful South Carolina during his harvest season.



Reeves Farms is a quality grower of several items for our New York programs.

PRODUCE BAROMETER

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



JUNE CALENDAR

All Month
Country Cooking Month
First Full Week
International Listening Week
June 7th
National Running Day
June 11th
National Corn on the Cob Day

Beaufort, SC Weather

Fri Jun 2	Sat Jun 3	Sun Jun 4	Mon Jun 5	Tue Jun 6	Wed Jun 7
88° F	88° F	86° F	86° F	84° F	82° F
72° F	75° F	75° F	75° F	72° F	68° F
VNW 6 MPH	VNW 8 MPH	S 9 MPH	VSW 11 MPH	VSW 11 MPH	N 8 MPH
Precip 20%	Precip 20%	Precip 20%	Precip 40%	Precip 30%	Precip 20%

RESTAURANT INDUSTRY NEWS

Millennials Love Burger Discounts, Gen X Favors Mexican Fare Price Cuts
www.fastcasual.com , May 16, 2017

A new national consumer report regarding restaurant and take-out dining habits reveals 53 percent have at least one food/mobile app on their smartphone and 72 percent would rather dine at a restaurant than grab take-out.

When it comes to discounts, millennials love a burger price cut while the Gen Xer prefers a Mexican fare discount. The RetailMeNot survey also reveals one in three restaurant goers check out potential deals before choosing where to eat and 31 percent seek discount options when dining solo.

When it comes to discount options 61 percent of diners are willing to go between seven to 10 miles for a deal, according to a press release, and 80 percent are likely to try a new restaurant if there is a deal.

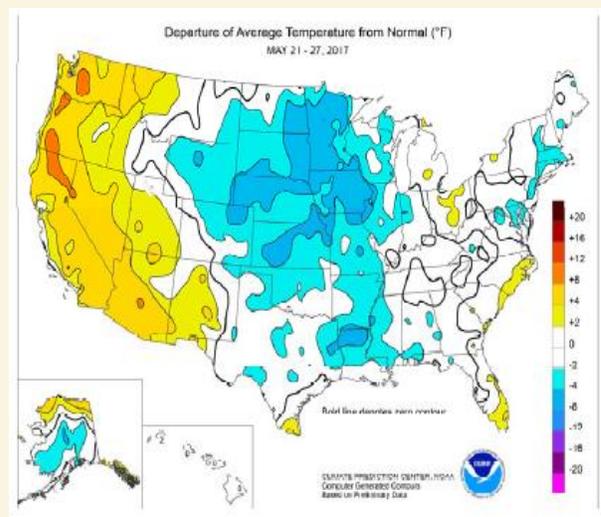
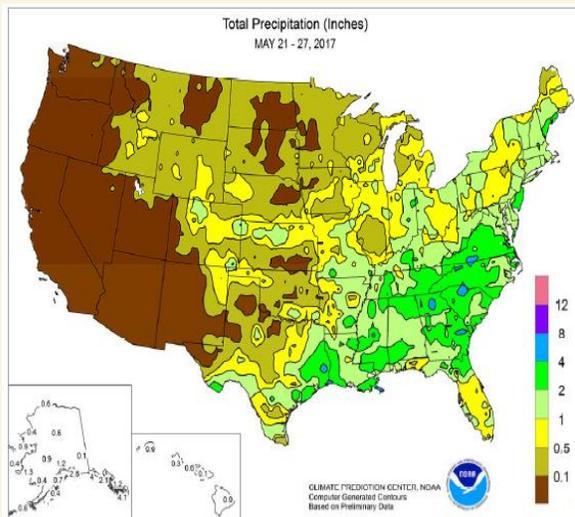
The survey, "Dining Out Goes Digital," notes 20 percent of dining mobile app owners are focused on saving money.

"When choosing a restaurant, customers are faced with many choices, and a promotion or discount can help diners decide where to eat." Marissa Tarleton, CMO of RetailMeNot, said in a statement. "We know customers are using their mobile devices to search, review, and rate their experience while dining out. It's important for restaurant marketers to reach these consumers on their mobile devices in the moments they are planning where to dine."



NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



SAFETY FIRST

How to Keep Your Food Safe at your Weekend Cookout

By: Julie R. Thomson, www.huffingtonpost.com, May 25, 2017

There's a reason people in the food service industry are trained and tested on safe kitchen practices. Food safety is no joke, and the risk of dangerous foodborne bacteria is very real. And when we bring food out of kitchens and into the great outdoors, where temperatures aren't regulated, it becomes even more serious. Dining outdoors is great in the warmer months, but it also means that our food can get warmer than is safe. If improperly stored, or cross-contamination happens, the growth of foodborne bacteria multiplies.

Let's all stay safe this summer. Here are a list of things outlined by the FDA to keep in mind before you start planning your next outdoor meal — and make sure that you don't make your friends and family sick.

1. Keep cold foods cold. Pack a cooler with ice or ice packs to ensure cold food will be stored below 40 degrees. And consider packing drinks in a separate cooler to keep the opening of the cold food cooler to a minimum. Also, keep this cooler out of direct sunlight as much as possible.

2. Keep hot foods hot. Hot food should be kept at a temperature of 140 degrees Fahrenheit or above. You can use a thermos or insulated container. Or, if you've just grilled food, keep it hot until ready to serve by moving it to the side of the grill rack away from the heat. Do not partially cook food unless you can finish cooking it right away — for example, if you're taking it from the stove to a grill outside.

3. Be wary of the "Danger Zone." For food, the danger zone is any temperature above 40 degrees F (for cold foods) and under 140 degrees F (for hot foods). If foods are kept in the danger zone temperatures for over two hours, they should be tossed. If the outdoor temperature is above 90 degrees, foods should be tossed just after an hour.

4. Don't cross-contaminate. You might not even realize you're doing it, but it's one of the surest ways to make people sick. Don't reuse a plate or utensil that may have been in contact with raw meat, poultry or seafood. This is very important to remember when serving cooked food from a grill, but also something to keep in mind when packing a cooler. Keep raw meat, poultry and seafood securely wrapped to make sure no raw juices get in contact with the other contents of your cooler.

5. Use a thermometer. Bring a meat thermometer and use it. The cooking temperatures you're looking for are outlined in the chart below. And, consider using an appliance thermometer for your cold cooler too — just to make sure it's chilling below 40 degrees.

6. Wash your hands. Just do it, even if you don't have access to running water. You can use a jug of water and soap — or even a moist towelette in a pinch. Just keep your hands clean.

Follow all these rules, and you can dine al fresco without a care in the world.

FRESH TOMATOES

the best
of nature™

MARK YOUR CALENDAR & PACK YOUR BAGS!

June 20-22, 2017
Menus of Change
The Culinary Institute of America
Hyde Park, New York
www.menusofchange.org

July 28-30, 2017
PMA Foodservice Conference & Expo
Portola Hotel and Spa
Monterey, CA
www.pma.com/events
Come visit Team Lipman at Booth 217!

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CUSTOMERS



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