



MARKET UPDATE

Tomatoes: The Quincy, FL/South Georgia area will begin to see production numbers drop off as crops enter their seasonal decline and react to the effects of a tropical system that has dumped a lot of rain. Despite some occasional rain check, quality is holding up well on rounds and romas. Grape tomatoes are showing a bit more rain effects, but are still of average quality. South Carolina crops are faring better, with overall nice quality on all varieties. Smaller-sized rounds have been very short, but should become more available as farms get into 2nd picks. Look for local deals in NC, TN, VA, AL and other areas to add to the mix around July 4th.

As Mainland Mexico winds down, Eastern Mexico and Baja are increasing vine-ripe round and roma tomato volumes. Quality has been very nice from these areas thus far. California's Central Valley growers are getting into the swing of things on mature green volumes as well. Intense heat is slowing down harvests and may cause bloom drop for later fruit sets. But for now, volumes and quality are improving. Grapes are plentiful with product coming from Central Mexico, Baja and California.

Bell Peppers: With the CA desert finished up, the main area of Western bell pepper production is now Bakersfield, CA. Despite the excessive heat and short harvesting days, quality and volumes are steady. Eastern pepper markets are coming up short this week. With significant rainfall recently, Georgia's quality and marketable volumes have been affected. New-to-market Carolina growers have better quality available, but aren't up to full volumes yet. Look for Eastern supply to increase over the next 10-14 days, as local deals start up in various states.

Cucumbers: Mainland Mexico farms are expected to go another

week or so with cucs, but will wind down quickly as plant age and heat are affecting quality. Fortunately, Baja's supply is increasing with more growers to come over the next 7-10 days. Quality is very nice. Availability in the East remains a little snug as we work through the transition from Georgia to points north. Georgia farms are seeing a number of rain-related quality concerns and could wind down sooner rather than later. A few new local deals have started in the Carolinas, Virginia and Kentucky but volumes are light to moderate at this time. Michigan is just scratching fields but should bring volume to market within the next few weeks.

Summer Squash: Summer squash production has become regionalized in the East. Local deals are up and running in several states with a wide range of quality. Look for volumes to pick up as major growers/areas get further into crops. Due to its tenderness and the prevalence of scarring, there is less retail-friendly yellow squash available than zucchini. Western markets have three areas in California to source nice-quality squash from this week. The strongest volume is in Santa Maria.

Eggplant: The CA desert is finishing up and Fresno has just begun, creating a shortage in Western eggplant supply. Fresno anticipates more consistent volumes as they get further into crops. Georgia continues to be the primary eggplant-producing state in the East, but look for this item's production to spread out over the next 2-3 weeks.

Green Beans: Georgia's rain-challenged crops continue to create a short supply situation for beans in the East. Fortunately, new crops are beginning in TN, VA and NC which should eventually fill the pipeline and improve availability. Although there are three production areas for beans in California, volumes are limited this week due to gaps and high heat. Expect better availability in 5-7 days.

TRANSPORTATION FACTS

* The National Diesel Average dropped another \$.03 this week, moving from \$2.52 to \$2.49 per gallon.

* The average price for a gallon of diesel fuel is \$.06 higher than the same time last year.

* All areas reported price decreases this week, with the sharpest drop coming from the Midwest (down \$.04).

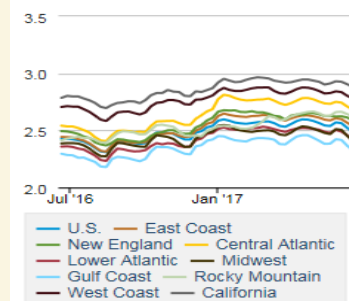
* California remains the high price leader for diesel fuel at \$2.88 while the Gulf Coast region continues to offer the best bargain at \$2.33 per gallon.

* The WTI Crude Oil price dropped 3.4% this week, moving from \$44.73 to \$43.23 per barrel.

* Transportation levels are now adequate in the West and in most harvest areas in the East. The only shortage reported is for tomato and melon loads in South Carolina.

On-Highway Diesel Fuel Prices

(dollars per gallon)



eia Source: Energy Information Administration

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RESTAURANT INDUSTRY NEWS

New Studies Show Restaurant 'Do's and Don'ts' of Online Ordering, Delivery

By: S.A. Whitehead, www.fastcasual.com, June 20, 2017

As the restaurant industry continues to bask in the big-dollar benefits of online ordering, two new studies shed light on best practices when it comes to online ordering and third-party delivery as well as overall customer experience.

The studies — conducted by research analytics concern, Sense360, and restaurant software and service provider, OrderTalk — show third-party delivery adoption is less risky for restaurants than many assumed, while customer experience with online ordering may be less satisfying than was previously realized.

In the Sense360 study, the company used mobile sensor technology to track more than 21 million anonymous QSR and FSR visits before and after customers downloaded third-party delivery apps like UberEats and GrubHub, among others. Key findings include:

- No significant short-term change in customers' restaurant visit frequency after third-party delivery app installation.
- Consumers with mobile phone-installed delivery apps dine out 5 percent less at QSR and fast casual chains than people without such apps.
- Top metro market customers use such apps most often.
- Consumers using such apps tend to make more money and visit fine dining restaurants two and half times more than those without the apps.
- Frequent QSR customers with such apps actually tend to visit newer, higher-priced brands more than QSR staples.

Some business experts and chain leaders have previously questioned whether they might end up cannibalizing their own in-restaurant orders and drain same-store sales if they partner with such apps. This research strongly suggests otherwise, a new release said.

"With delivery among the most watched business opportunities in the restaurant industry today, our findings tell an interesting story of both who delivery app users are and that downloading such apps did not impact their in-restaurant visit behaviors and frequency,"

Sense360 founder and CEO Eli Portnoy said in the release.

"The data gives a clear and unequivocal view into this industry trend and provides clarity that restaurant operators and owners have been seeking to help them make the most informed and strategic business decisions."

What does drive visits?

The company revealed that it is, in fact, purely extrinsic factors that are most important in pushing visits up or down rather than app usage. For instance, location, personal characteristics and socioeconomic factors have a far greater effect on the number of times a person visits a restaurant than any specific app usage.

"It's important to consider all the factors that come into play," Portnoy said. "If delivery apps caused lower visitation rates, then they could indicate cannibalization of in-store visits. However, if delivery apps merely indicate a different type of user, according to socioeconomic level, demographic or geography, who has a naturally lower rate of visitation, then creating opportunity for them to access the brand on a delivery app could drive incremental purchases."

Online ordering? We like it ... but it's still too hard

The study by Harris Poll this past April for OrderTalk focused mostly on consumers' overall affinity for online ordering and which factors brands can focus on to improve their use. The verdict was pretty forthright, indicating that American consumers who have ordered online really prefer this way to get their restaurant fix, but they still think brands are making app use way too hard.

Nearly 2,300 American adults were polled for the insights, showing that 94 percent of adults in this country have ordered takeout online, with 65 percent saying they do so at least once monthly, a new release said. Nearly two thirds of Americans order online, with 67 percent saying they prefer this approach over using the phone to place orders.

"Digital ordering has impacted the revenue and operations of most restaurants like no other recent innovation," OrderTalk CEO Patrick Eldon said in the release. "It also continues to reshape consumer

expectations and demands, which is why we need to keep a watchful eye on what Americans are thinking and doing ... to stay ahead of consumer trends."

Why they order online and what would help them do it more

The survey found that in most cases, Americans like digitally ordering their restaurant meals because it's easier to ensure it's placed correctly, but a significant 63 percent say they've just walked away from the order because of some kind of snafu with the website or app or system in general, underlining the critical importance of getting the tech right and never going live with an app until the kinks are worked out and tests are run to reveal what, if anything, has been neglected in a restaurant's online app.

"Providing underwhelming technology often achieves the opposite (of the desired) result, turning frustrated customers away and directly into the hands of competing restaurant brands," Eldon said. "Now, more than ever, companies must invest in innovative solutions and replace aging technologies."

Lastly, just a few of the cool little details ...

The OrderTalk-commissioned survey, like others, also revealed a few random facts about the app-ordering public that are just fun and may be useful to operators trying to build, or rebuild, their systems. For instance, the study revealed that more than half of American adults "expect" discounts when they order online, while almost as many expect pictures of the food, and lots of them.

And while the tech-savvy and time-starved amongst us are the most likely to love and use this form of ordering, that learning curve induced fact is changing as the tech gets easier and the luddites amongst us get "techier," according to the poll.

Aside from that, men are more likely to order online at least once monthly than their female friends, while those with youngsters are more likely to do so than those without kids under 18 around the house. In fact, the study even showed that renters are more likely than homeowners to order online at least once monthly, which could be because the homeowner is out cutting the grass, while the renter is sitting on the couch playing games on their phones.



GOOD EATING WITH #TEAMLIPMAN

Hot summer afternoons call for cold gazpacho soups. Whether it is a pool day or a BBQ with the family, gazpacho is an easy lunchtime recipe that is perfect for sharing or storing in the fridge with its long shelf life.

Scott Van Loo's Gazpacho Soup

46 oz V8 tomato juice
 ½ package of onion soup
 2 large Lipman cucumbers
 2 large Lipman Crimson Queen tomatoes
 1 large Lipman green bell pepper
 2 tbsp parsley
 2 tbsp olive oil
 1 tbsp Worcestershire sauce
 ½ cup wine vinegar
 ¼ cup white vinegar
 ¼ cup sherry
 3 dashes of Tabasco (add more if desired)
 ½ tsp accent
 2 cloves of garlic or ½ tsp garlic powder
 ½ tsp celery salt
 salt & pepper to taste

Peel cucumber and chop cucumbers, tomatoes, and green bell pepper into very small cubes. Chop up parsley and garlic. Combine all ingredients. Refrigerate until ready to serve. Servings: about 10



Hailing from Holland, Michigan, Scott Van Loo is a 20-year veteran of #TeamLipman! After gaining industry experience with the USDA and other produce companies, he began his Lipman career in the receiving department. Scott moved into the production side and now serves as our production manager at the Florida repack location. He wears many hats and knows how to get the job done. When he's not at work, he enjoys going to the beach, bicycling, sports of all sorts, and the occasional poker game.



PRODUCE BAROMETER

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



JUNE CALENDAR

All Month

National Safety Month

June 24th

Great American Backyard Campout

June 29th

National Handshake Day

June 30th

Social Media Day

Beaufort, SC Weather

Fri Jun 23	Sat Jun 24	Sun Jun 25	Mon Jun 26	Tue Jun 27
90°F	90°F	90°F	88°F	82°F
77°F	79°F	77°F	73°F	72°F
SSW 11 MPH	SW 10 MPH	WSW 9 MPH	WSW 10 MPH	NNW 8 MPH
Precip 10%	Precip 30%	Precip 40%	Precip 50%	Precip 40%

KEEP YOUR EYE ON THE CONSUMER

Study: Why Shoppers Choose Offline Over Online

By: Marianne Wilson, www.chainstoreage.com, June 20, 2017

Physical stores still have some key benefits over online retail. An overwhelming majority (72%) of U.S. consumers cite "the ability to touch, feel and try products" as their top reason for shopping brick-and-mortar. That's according to a new study by Mood Media, "The State of Brick & Mortar: 2017," which reveals consumer insights regarding the in-store customer experience and in-store shopping behaviors. The study is based on a survey of more than 11,000 consumers in nine countries across the globe, including Australia, China, France, Germany, the Netherlands, Russia, Spain, the United Kingdom and the United States.

Mood commissioned the survey to better understand what influences consumers' decisions to choose brick-and-mortar over online shopping, what they most enjoy and don't enjoy about the in-store experience and what most motivates them in the physical store. The study also explores the influence of a store's atmosphere – including music – on the overall shopping experience.

"The tangible, tactile nature of brick and mortar is still viewed as a very real advantage, as is the desire for instant gratification," said Scott Moore, global senior VP of marketing for Mood Media.

The study also reveals that shopping as a form of entertainment remains important to the majority of people around the world, particularly among younger ones. In the U.S., one in three shoppers aged 18-24 rated the "atmosphere and experience" as a top reason they choose in-store over online shopping.

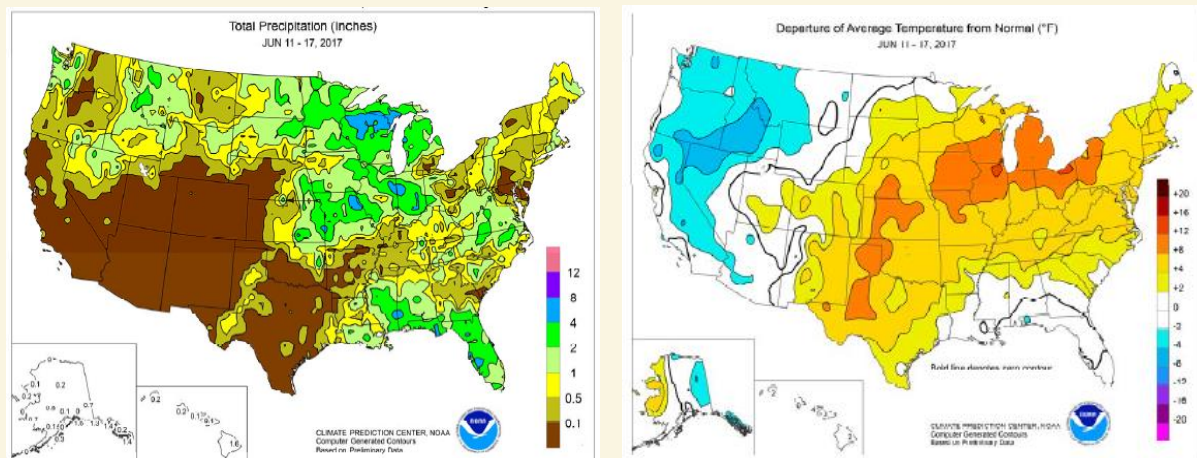
"Consumers, particularly younger consumers, aren't just buying a product when in-store; they're buying an experience," said Moore. "Those businesses who deliver an elevated customer experience witness greater repeat visits, a greater number of recommendations and longer in-store dwell times."

Some highlights of the study include:

- Waiting in line is the top in-store frustration of U.S. shoppers, at 60%. Items or sizes being out of stock ranked second, at 47%.
- If a store is playing music, 84% of U.S. consumers cite that "the shopping experience is more enjoyable;" 81% say that their "mood is lifted;" and 70% express that they "feel like it's a brand they can relate and connect to." And 77% said waiting in line is less dull if music is playing.
- Nearly half of U.S. respondents (46%) confirmed that they would like to be able to influence the music playing in-store.
- When music is partnered with visuals and scent to create a branded in-store atmosphere, 59% of U.S. respondents surveyed say they're more likely to "revisit" (72% of those aged 18-24), and 54% say they're more likely to "recommend the place to others" (65% of those aged 18-24).
- Also, 60% of 18-24 year olds cited that an enjoyable, branded in-store atmosphere would make them more likely to "stay (and shop) in the store longer."
- Fifty percent of U.S. consumers surveyed would like to receive immediately redeemable discounts pushed to their phones while in-store. Interest in receiving among 18-24 year olds came in even higher, at 67%.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



AN APPLE A DAY

The Best Foods for Stress Relief

By: Alissa Rumsey, www.usnews.com, June 21, 2017

When I ask people to name their biggest sources of stress, they always blame big components of their lives like work, family, finances and time. I call these "macro stressors." But they also have to consider "micro-stressors," or the minor annoyances that happen habitually throughout the day like running late to work, missing the subway, dealing with a traffic jam or getting wet during a rainy morning commute. These little stressors add up.

If you don't deal with both types of stress, your body will suffer an enormous physical toll, thanks to the fact that it still reacts to stress the same way it would if you were running from a lion: Your heart rate goes up, your blood pressure and breathing increase and hormones like epinephrine and cortisol are released. Over time, that can lead to high blood pressure, blocked arteries, depression, anxiety and even weight gain.

But while there will always be traffic jams, a big project due at work and a family that needs you, you can do several things to help manage the fight-or-flight stress response, including eating certain foods. Here are seven nutrients to include in your meals:

1. Folate

This vitamin helps your body produce dopamine, a pleasure-inducing chemical in the brain that can help keep you calm. Foods high in folate include dark leafy green vegetables, edamame, avocado and legumes.

2. Magnesium

This mineral can help regulate your emotions and reduce fatigue, irritability and signs of depression. Sources of magnesium include seeds such as pumpkin seeds, sunflower seeds and flaxseeds, as well as legumes, quinoa and spinach.

3. Vitamin D

Also known as the "happiness vitamin," sufficient vitamin D levels can boost happiness and mood. People with adequate levels of vitamin D also have a lower risk of panic disorders. Good food sources of vitamin D include fatty fish like salmon, mackerel and trout, as well as egg yolks and fortified milk and orange juice.

4. Omega-3 Fats

These healthy fats have anti-inflammatory properties that may counteract the negative effects of stress hormones. Fatty fish, walnuts and flaxseeds are all sources of omega-3 fats.

5. Probiotics

If you've ever experienced digestive side effects while stressed, you know that your brain signals to your gut. Similarly, more research is showing how our guts also signal to our brains, with several studies showing that probiotics can reduce activity in areas of the brain that handle stress. Get your daily dose of probiotics by eating yogurt with live and active cultures, kefir or fermented foods like sauerkraut and kimchi.

6. Antioxidants

These substances help to defend your body against stress. Antioxidants are found in most whole foods, including fruits, vegetables, whole grains, legumes, nuts and seeds. A few in particular have been linked to lower stress levels including blueberries and dark chocolate, which can trigger walls of blood vessels to relax and help lower your blood pressure and reduce the stress hormone response.

7. H₂O

Not drinking enough fluid puts stress on the body. If you are even a few cups of liquid short of your needs, your cortisol levels can increase. Stay hydrated by keeping a water bottle with you at all times, and aim to drink three or four full bottles per day. Monitor your hydration levels by checking your urine color (it should be a light yellow color like lemonade). If it's any darker, drink more.

FRESH

TOMATOES


the best
of nature™

MARK YOUR CALENDAR & PACK YOUR BAGS!

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!

September 18-20, 2017
United Fresh Washington Conference
Hyatt Regency Washington on Capitol Hill
Washington, D.C.
www.unitedfresh.org/events

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