



MARKET UPDATE

Tomatoes: With several areas in production, the East can enjoy a good supply situation on all types of tomatoes this week. Both South Carolina and Quincy, FL still have some crown picks remaining and expect to go another 10-14 days on rounds. Georgia may wrap up a little sooner than that, but is still shipping fruit. In addition, there's now light volumes coming from Arkansas and Alabama as they just get into early picks. With Tennessee and numerous other local deals on the horizon, tomato supply should be solid for the foreseeable future. Overall quality is good, although there are spots where weather has affected the fruit slightly.

Western markets also have solid supply available. Baja has been shipping nice vine-ripes with sizing skewed toward the large end. The California mature green deal is up and running well, despite a few slight gaps due to weather during the planting cycle and extremely hot weather affecting the picking/packing process. Quality continues to improve as farms get deeper into their crops. Romas are available in California, Northern Baja, and Southern Baja this week with good quality from all areas.

Bell Peppers: Bell peppers are snug in the East. Georgia is the primary area of production this week. They're seeing some quality concerns as they near the end of the season, which lessens the retail supply significantly. Some North Carolina growers are on tap to start next week with New Jersey and Michigan expected to take the first pass across fields in a few weeks. Supply could be somewhat challenging until these crops are going in earnest. Western markets are now looking to Bakersfield for bells, as the desert and Mexico have both wrapped up their

seasons. With only one growing area in production and Eastern demand coming West, supply is less than desired. More product will be available when Fresno comes in.

Green Beans: Georgia's beans are winding down a little earlier than planned, as quality has become an issue. Normally, North Carolina is rolling full steam at this time, but current yields are about 50% of normal volumes because of Spring weather. Beans will remain tight until Tennessee and Virginia are picking consistently over the next week to ten days. Although quality is very nice, California bean growers are seeing limited production, in part due to high temps reducing available pick time.

Cucumbers: The East is pulling cucumbers from the Carolinas, which have been producing mostly good quality fruit. Volume is relatively light for the overall market, but should pick up as Jersey and Michigan increase early volumes in a week or so. In the West, Baja is the primary area of production. Supply has been consistent, but is not quite enough to meet both Western demand and the Eastern orders that are coming across. Supply should remain light, but steady until mid-July when more growers come online.

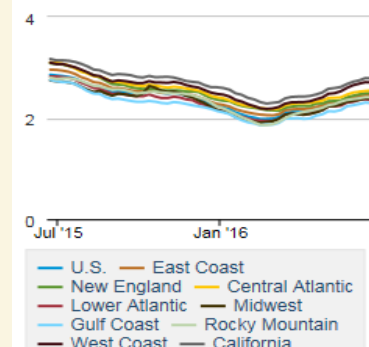
Summer Squash: California's Central Coast area is producing moderate volumes of Summer squash, although the heat has made for inconsistent picking and packing. Quality is less than stellar on yellow, with the usual scuffing and scarring concerns. Zucchini looks better, but generally doesn't have the legs to travel since it has been through so much heat. In the East, supply is relatively light this week. North Carolina and Georgia are mostly done, which shifts production to Virginia, New Jersey and Michigan, where many growers are just up and running.

TRANSPORTATION FACTS

- * The National Diesel Average dropped slightly (less than \$.01) this week, but remains stable at \$2.43 per gallon.
- * The average price for a gallon of diesel fuel is \$.43 lower than the same time last year.
- * Diesel prices actually rose in New England and the Central Atlantic, but decreased in all other areas of the country.
- * California has the highest-priced diesel fuel at \$2.79. As expected, the fuel bargain in the nation is in the Gulf Coast region where a gallon of fuel costs \$2.29 this week.
- * The WTI Crude Oil Price has dipped down to \$48.85 this week.
- * There are slight transportation shortages in South Carolina and Florida, but trucks are available in good supply in other shipping areas throughout the country.

On-Highway Diesel Fuel Prices

(dollars per gallon)



ON THE HORIZON CONTENTS

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KEEP YOUR EYE ON THE CONSUMER

Study Finds Consumers Want New Cooking Experiences

www.qsrmagazine.com, June 16, 2016

A new study to be released by Culinary Visions Panel this month takes an in-depth look at the dining habits, challenges, and interests of consumers on weeknights. The study reveals that consumers enjoy new experiences when dining at home with 84 percent of respondents stating they sometimes, usually or always like trying new dishes and flavors. The study looks at over 2,100 participants and explores their attitudes towards cooking at home with a focus on Sunday through Thursday dinners.

Most consumers (80 percent) are dining in at least four out of five nights during the week, and 92 percent of consumers state that they are cooking at home as much as or more often than they were the year before. Overall, cooking at home is an enjoyable activity for 64 percent of consumers who declare either, "I love to cook," or "cooking is my therapy." Americans are also adventurous when cooking at home, as nearly half (48 percent) of those surveyed always or usually like to try new dishes and flavors, and 36 percent like to try new flavors or dishes some of the time.

The study also highlights challenges consumers face when cooking at home. Thirty-eight percent of respondents state that cooking at home takes too long, while 36 percent of respondents say that if grocery shopping were easier, they would cook at home more often. Those

surveyed cite frustration at having to shop at several stores to buy all the necessary ingredients for a recipe.

The study exposes a high interest in seeing meal kits at retail locations such as a local grocery store. Nearly eight out of 10 (79 percent) of those surveyed are interested in purchasing meal kits at a local grocery store. Broken down by age, 92 percent of respondents ages 39 and younger express an interest in purchasing meal kits at a retail operation, which is 25 percent more than those ages 40 and older. The greatest appeal of meal kits is the time users save.

Culinary Visions Panel executive director Sharon Olson says, "Innovative startup ventures like the emerging delivery meal kit programs are really enabling consumers to create their own fresh, upscale dining experience at home while saving time. Our research shows that consumers want these fresh, new experiences at home, but time, convenience, and cost are high priorities. These meal kits present a real opportunity for retail operations such as convenience stores, gourmet retailers, and grocery stores to offer a high-end, hassle-free product to consumers."

- 73 percent of consumers state that the right cost would encourage an actual purchase of a meal kit at retail locations

such as a local grocery store.

- 26 percent of respondents say they would cook at home more often if a local retail store offered meal kits, compared to 14 percent if meal kits were delivered to the home.
- 77 percent of consumers define cooking as "cooking from a recipe with raw ingredients," and 61 percent also consider "assembling ingredients that include a convenient item like a fully prepared sauce or seasoning mix" as cooking.

When asked to select all that apply on the appeal of meal kits at a retail store, 63 percent selected "saves me time," 60 percent selected "hassle-free," 35 percent selected "helps me cook like a chef," 32 percent selected "it's a great value," and 27 percent selected "there is no waste."



SPOTLIGHT ON LIPMAN

Roma Tomato Sauce



Roasting Roma tomatoes is the easiest way to concentrate their delicious, slightly sweet tomato flavor. You also don't have to peel or seed the tomatoes. You use the whole tomato for this sauce!

Ingredients

- 2 pounds fresh Roma tomatoes, quartered
- 1 small sweet yellow onion, chopped
- 4 cloves garlic, crushed
- 1 teaspoon kosher salt
- 1 teaspoon crushed black pepper
- 1 tablespoon olive oil
- 1 teaspoon balsamic vinegar
- 1/4 teaspoon sugar
- 1/4 teaspoon dried oregano
- 1 tablespoon minced fresh basil

Directions

- Preheat oven to 350 degrees F. Cut stems off clean tomatoes and slice them into quarters. Lay them out, cut-side up, on a baking sheet lined with parchment paper. Add chopped onions and whole garlic cloves to the baking sheet. Sprinkle with salt, pepper, olive oil, vinegar, sugar, and dried oregano.
- Bake this mixture for about an hour until tomatoes are shriveled and onions are charred in places.
- Let tomatoes cool for five minutes. Then scoop all ingredients into a food processor. Add basil and process mixture until smooth.
- Reheat tomato sauce in a skillet over low heat and season to taste with salt and pepper. Toss with pasta of choice and serve. If sauce seems dry when tossed with the pasta, add a few tablespoons of pasta cooking water to it to thin it out.
- TIP: If you don't have a food processor, after roasting you can chop the onions and garlic and mash everything together with a potato masher. The end result will be a more rustic, coarse tomato sauce, but the flavors will still be great.

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Fair-Good	Higher
Cucumber	Good	Higher
Eggplant	Good	Steady
Green Beans	Good	Higher
Lettuce-Iceberg	Fair	Steady
Jalapenos	Good	Steady
Onions	Good	Steady
Tomatoes	Good	Steady



JUNE CALENDAR

All Month

National Country Cooking Month

Third Week

Watermelon Seed Spitting Week

June 25

National Strawberry Parfait Day

June 30

Social Media Day

Beaufort, SC Weather

Thu Jun 23	Fri Jun 24	Sat Jun 25	Sun Jun 26	Mon Jun 27	Tue Jun 28
93°F	97°F	93°F	88°F	88°F	88°F
77°F	81°F	79°F	77°F	77°F	79°F
SV 13 MPH	SSW 13 MPH	WSW 8 MPH	E 12 MPH	SE 10 MPH	SSE 11 MPH
Averages	Averages	Precip 20%	Precip 20%	Precip 20%	Precip 40%
90°F/73°F	90°F/73°F	90°F/74°F	91°F/74°F	91°F/74°F	91°F/74°F

NEWS IN THE GROCERY TRADE

62% Rise in Millennial Dads Buying Groceries: Study

www.progressivegrocer.com, June 13, 2016

More fathers are buying groceries, according to a new study of consumer shopping from mobile shopping app Ibotta, with Millennials being more active shoppers compared with older generations.

The study analyzed the shopping behavior of more than 90,000 dads since 2013. It revealed that Millennial dads are spending the most time in the grocery aisles overall, increasing their number of grocery purchases by 62 percent since 2013. The younger fathers in this age group (ages 18-24) are purchasing 25 percent more groceries than dads in older generations.

Men are making more trips to the grocery store each month – up nearly 5 percent since 2013, Ibotta found. Their overall shopping in general was up more than 10 percent in the last three years. While the number of grocery trips has slightly increased since 2013 among moms, the share of groceries purchased by Millennial moms decreased by 2.4 percent during the same time span.

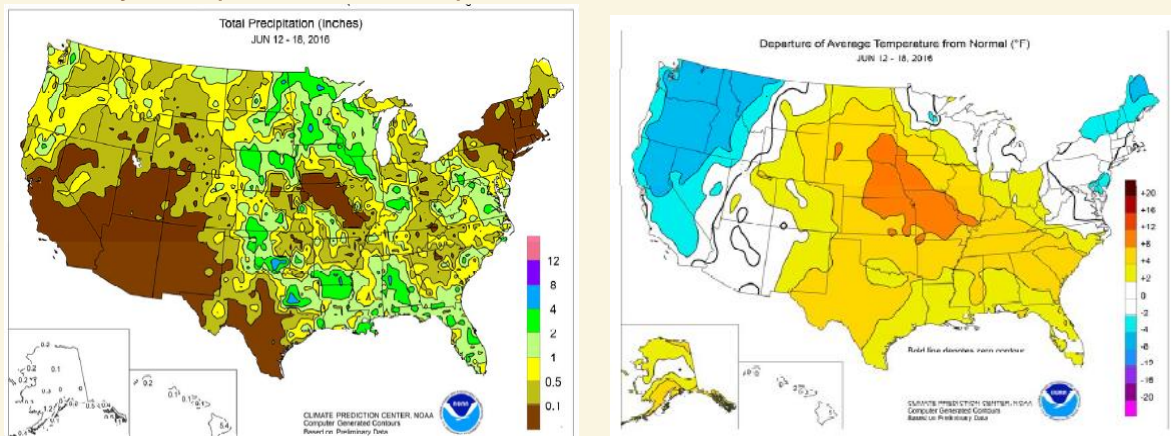
“The data suggests that Millennial dads are playing an increasingly bigger role at home, taking on more domestic responsibilities such as household shopping,” said Bijal Shah, VP of analytics and data products for Denver-based Ibotta, which pays consumers cash back on their everyday purchases. “This marks a generational shift from older fathers who embraced traditional gender roles, and is bolstered by mobile-enabled commerce and younger dads’ savviness with smartphones and shopping apps.”

The study found that alcohol purchase behavior also shifts among fathers as more kids enter the picture. The general trend has alcohol-related purchases decreasing with each child. However, it isn’t dads with one kid who are buying the most alcohol; dads with two kids buy more alcohol than any other segment.

Dads were more than four times more likely to buy baby and kid snacks, cereals and beverages than non-dads. Further, presumably to capture all of the memories of being a father, dads were five times more likely to purchase cameras and film.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



RESTAURANT INDUSTRY NEWS

Study: Brand Loyalty Programs Fastest Route to a Millennial's Heart

www.pizzamarketplace.com, June 8, 2016

Loyalty programs are proving valuable with consumers and are paying off in more ways than one. That's the feedback from Bond Brand Loyalty and its sixth annual loyalty report. The report was conducted in collaboration with Visa and is the largest of its kind, according to a news release.

The report obtained responses from roughly 12,000 U.S. and 7,000 Canadian consumers on 58 different loyalty program dimensions including actual behavior changes as the result of such programs.

Major findings reveal consumer satisfaction with such programs remains steady — at the same 32 percent rate as last year — despite significant innovations. The study also found that although such programs are challenging to pull off, those who do it well not only cut operational costs, but also have substantial positive effects on customer behavior.

Other key findings include:

- **Re: Loyalty impact**
 - Consumers belong to an average of 11.3 loyalty programs, but are active in only 7.3 programs
 - An increasing number of consumers modify brands they patronize to maximize points
 - 66 percent of members are more likely to recommend brands with good loyalty programs
 - 63 percent of consumers modify brand spending to maximize points
- **Re: Program satisfaction, brand alignment and rewards redemption**
 - Program satisfaction is steady from last year
 - 23 percent said their program fits very well with their brand expectations
- **Re: Rewards and redemption**
 - They are key to satisfaction, yet more than a quarter of members have never redeemed anything
 - Rewards are important to retention, with non-redeemers twice as likely to defect
 - Credit card loyalty programs can benefit from instant retail and online points redemption
- **Re: Demographic differences**
 - Millennials are 1.5 times more willing than boomers to pay a premium if they also earn loyalty points
 - 44 percent of millennials don't mind product recommendations based on purchase history, while only 30 percent of boomers do
 - Substantially more millennials value programs with special services compared with boomers
- **Re: Mobile is a largely missed strategic advantage**
 - 44 percent want to engage via mobile device
 - More than half don't know if a mobile app exists to complement their loyalty program
 - Consumers are most interested in mobile to check points balances, read emails, find a store and redeem rewards

MARK YOUR CALENDAR & PACK YOUR BAGS

July 29-31, 2016

PMA Foodservice Conference & Expo
Hyatt Regency Monterey Hotel & Spa
Monterey, CA
www.pma.com/events/foodservice
Come visit Lipman at Booth #122!

August 2-3, 2016

IFMA Marketing & Sales Leaders Forum
The Coca-Cola Company Headquarters
Atlanta, GA
www.ifmaworld.com/events/marketing-sales-leaders-forum/

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