

MARKET UPDATE

Tomatoes: With Ruskin/Palmetto rolling in full force, Florida's overall tomato volume is strong. All sizes are available on rounds, despite a slight dip in the sizing profile this week. Roma numbers are steady, but much lighter than rounds. Grape tomato supply is down slightly this week as some of the smaller growers contributing to the mix have worked through flushes and plantings. The bigger players continue with steady numbers. Quality is very nice on all varieties.

Mainland Mexico's round tomato crops continue to provide an adequate amount of fruit to meet market needs despite the seasonal decline. Fruit is sizing down but quality remains good. Roma farmers in West Mexico expect consistent volumes through the month of May. Grape tomato supply has become sporadic as more growers wind down the season. With a few farms starting light harvests on roma and round crops this week and grapes on tap to begin soon, we look for Western tomato supply to transition to Baja over the next few weeks.

Bell Peppers: South Florida is on the last leg of pepper crops with sizing and quality typical for end-of-crop fruit. Expect this area to finish up sometime next week. Plant City's volume is lightening up as crops have moved past their peaks. Volume and sizing will decline over the next few weeks, as we wait for the transition to Georgia. Word is that GA will begin in a light way in 2-3 weeks. The West is also in a state of transition, as high heat has caused quality and volume issues out of Mexico. Most shippers will finish up over the next 7-10 days, leaving the pepper deal to the California desert. Volumes are starting to pick up in and around Coachella and quality is strong. Look for this area's pepper to be in high demand over the next few weeks.

Cucumbers: With newer fields in South Florida and Plant City in production, there's a strong supply of cucumbers in the East this week. Some crops are throwing a lot of offgrades, but there's enough new plantings in the mix to offer a full range of sizing and quality. Georgia will start over the weekend (pending weather) with more farms to be up and

running next week. The West has had an oversupply of cucumbers for the last few weeks, but as Mainland growers begin to wrap up the season, there's not as much fruit crossing. Baja is on board with light numbers and should pick up the pace over the next few weeks. Quality is very nice from Baja, but the Mainland's fruit is starting to show signs of high heat and seasonal decline.

Summer Squash: With southern growers out of the picture and northern farms dealing with erratic temperatures, Mexico's squash production has been a little sporadic this week, especially on yellow. Better growing weather should smooth out production as we wait for Santa Maria, CA farms to start in the 3rd or 4th week of May. In the East, there's a little more yellow squash around this week as production areas become more diversified. Plant City, Quincy and Georgia all have new plantings to harvest, which has provided an uptick in the quality available. As we know, weather can change that in an instant though. There's plenty of zucchini available in the areas mentioned and quality is good.

Eggplant: South Florida's eggplant production has picked up a little, as eggs love the hot weather. Quality is average, as there's a lot of older crops out there. Plant City will be the next area with new crops as early as next week with Georgia to come onboard the following week. The West is starting to work through the transition from Mainland Mexico to the California desert, which should get underway in the next few days.

Green Beans: Most of South Florida's bean crops are done and the Lake area's volume has declined, creating a pocket of lighter availability this week. North Florida and GA growers are on tap to start this weekend, which should improve supply soon. There's weather in the forecast, so hopefully it won't affect quality on these new crops. The West has solid supply of nice beans from Baja, Guasave, and the California desert.

TRANSPORTATION FACTS

*The national diesel average price inched up another \$.02 this week, moving from \$3.15 to \$3.17 per gallon this week.

* The average price for a gallon of diesel is \$.01 higher than the same time last year.

* Prices rose from \$.016 to \$.04 per gallon in all reporting areas with the most notable increase coming from the Rocky Mountains (up \$.04).

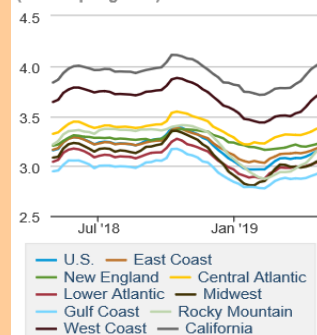
*California continues to have the highest diesel prices in the country at \$4.04 per gallon while the Gulf Coast is the low-price leader at \$2.94 per gallon.

*The WTI Crude Oil price dropped 3% this week, moving from \$66.30 to \$63.91 per barrel.

*Except for a shortage in Central and South Florida, transportation is available in adequate levels throughout the country.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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RESTAURANT INDUSTRY CHATTER

Make the Most of Future Restaurant Trends

By: Joseph Brady, www.modernrestaurantmanagement.com, April 24, 2019

Owning a restaurant looks like the safest small business option for many and this market is flourishing like never before. The only issue is sustaining due to stiff competition. New restaurants seem to crop up by the day with new themes, innovations, and menu options. Becoming successful in the restaurant business is possible only by keeping the quality of food and business values intact but being ready to implement the latest trends in the industry.

There are so many trends in the restaurant industry that you can take advantage of to make your business stand out. The eating pattern in the past year clearly classifies it into two main categories: convenience, and experience.

Convenience First

Take outs and home deliveries have hit the roof in the past couple of years. Third-party apps that deliver food from various restaurants have also become most of the working population's oxygen mask. You can improve the direct traffic to your restaurant with no third party interference by providing a yearly subscription. This allows customers to pay a flat price instead of a delivery fee for each order.

The Dining Experience

If you want more footfalls for your restaurants then the dining experience should be praiseworthy. Try out new techniques such as:

- Open kitchen and counter dining
- Tasting menu
- Behind the scene experience
- 'Customize your food' counter

Though convenience and experience are two main points to consider when running a restaurant business, there are many layers to this. Global

breakfast has become the new rage in the US. Now, boring toasts and boiled eggs are not the order of the day. You can provide your customers with varied breakfast options from different countries to suit their taste.

Hyper-local cuisines are also enjoyed by the millennial and the tourist crowd. If your restaurant is put up in a prime tourist spot, then you should consider including local food in the menu and also come up with interesting facts or history about the same.

Incline to Healthy Options

Eating out is synonymous to eating unhealthy food. But, that concept is rapidly changing as more and more people seek healthy options in restaurants and even in fast food eat-outs. Paganism is a combination of the paleo diet and veganism. You can have a menu designed on this concept for your restaurant. Shifting from meat-based food to more plant-based food is expected in the future from the food industry.

Restaurants now concentrate on specific ingredients like roots or oils that benefit different parts of the body. Turmeric is a classic example of the magic ingredient that is used in many dishes and drinks for its antibiotic, anti-inflammatory properties.

Improve Sustainability

Many restaurants have found alternatives for plastic straws after the plastic ban in 2018. This shift has been hugely appreciated by the public. People, especially the millennials, are very conscious about environmental and social problems. So, make your restaurant stand out by supporting:

- Employee welfare
- Zero waste in the kitchen
- Maintaining transparency in the source of food material
- Supporting local vendors
- Environmental welfare

Embrace Technology

Technology plays a huge part in all aspects of any business. Exploit all the technological advancements suitable for your restaurant business to keep your customers engaged. Drone delivery of food and app-based check out are some of the trends that will become famous this year.

We can't miss social media when we are talking about the digital and technology space. If it is not on Instagram, it never happened. Be extremely active on social media to put your restaurant on the map. Remember, your food is your identity. Hiring the best chefs, creating an innovative menu and providing the best customer experience are the most important aspects of getting loyal clients. Most of your customers are bound to post your picture on social media if they think it is snap-worthy.

Video content gaining fast momentum, and it will be amazing if you give importance to not only the look of your food but also other sensory thrills, like a video of popping candies or color changing cocktails will go more viral than just an image.

The best part is that business financing is no longer an issue. From bank loans, private financing and restaurant funding, there are several options to come to your rescue if you have an action plan in mind.

The latest trends in any industry are not easy to follow at all times. But, be well informed and make sure you are not far behind your competitors. Know all that is happening around you and implement those that will best fit your business. Drastic changes like restaurant renovation or menu change are not the only solution to brighten up your business. Small initiatives like arranging a game night or supporting a cause can take you a long way.

EMPLOYEE SPOTLIGHT

Shawna Dalrymple- Brand Manager Lipman/Huron Produce- Exeter, Ontario



What is your favorite aspect of working for Huron/Lipman? The People. We are a company with a lot of moving parts all over North America. I love learning about all aspects of the business, as well as meeting and working with people from every division. Everyone has a story, and that intrigues me. Being in the field or greenhouse chatting with growers, interacting with warehouse personnel, learning from R & D, working with the sales team and engaging in conversations with prospective buyers. What other professions can you say give you the opportunity to interact with all aspects of the business?

What is your favorite type of food? Anything cooked on an open fire!!

Tell us about your family. My husband Chad and daughters Kyle (12) and Aydin (10) live in the big town of Exeter, Ontario- population of 4600. We live in a neighborhood surrounded by good families and friends. Our house is like a revolving door. Kids are in and out all the time and I wouldn't change it for the world.

What do you like to do when you aren't working? Spend time with family and friends, camp, fish, watch my girls play hockey and fastball, cook, exercise, enjoy life and laugh!

Ideal vacation spot? Sitting on a dock in Northern Ontario on a lake surrounded by trees, rock, water and fresh air. Add a little sunshine and an ice-cold beer..... Paradise!

Favorite book of all time? Why? Strong is The New Pretty- So simple, yet so powerful! Real beauty is about being your authentic self and owning it. My girls and I read it together all the time. The quotes and photos are inspiring!

What are your favorite sports teams? Toronto Blue Jays, Detroit Red Wings, Detroit Lions- Unfortunately this doesn't work out too well for me ☹

If you were stranded on a desert island, what 3 things would you take with you? My husband and daughters. If I am stranded on an island why wouldn't I want to be with my favorite humans? Plus they all hunt, fish and cook..... I would say those are considered pretty good survival skills.

Do you collect anything? Memories

Are you a member of any community or charity organizations? If so, which ones? Yes, I coach minor hockey and fastball. I was an athlete when I was young and was fortunate to have positive role models support and inspire me. Being a mentor and giving back is the best gift you can give!

Words to live by: Work Hard, Play Hard, Be Humble and Kind

PRODUCE BAROMETER

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



MAY CALENDAR

May All Month

National Salsa Month

May 5th-11th

National Family Week

May 6th

International No Diet Day

May 8th

National Night Shift Workers Day

Receptionists Day

May 9th

National Foodies Day

Ruskin, FL Weather

Fri May 3	Sat May 4	Sun May 5	Mon May 6	Tue May 7
89°F	89°F	90°F	92°F	90°F
72°F	73°F	73°F	73°F	72°F
S 10 MPH	S 10 MPH	S 10 MPH	E 6 MPH	E 6 MPH
Precip 30%	Precip 20%	Precip 30%	Precip 20%	Precip 30%

NEWS IN THE GROCERY TRADE

A Look at Men's Online Grocery Shopping Behavior

By: Diana Medina, www.progressivegrocer.com, April 24, 2019

While it's understandable that long-established gender-marketing paradigms are influencing current ecommerce engagement strategies, simply presuming that men's online shopping activity mirrors their brick-and-mortar behaviors could cost retailers, big time. Inmar Analytics recently surveyed 2,000 online grocery shoppers to better understand their motivations, major concerns and overall mindset when it comes to purchasing their groceries online. The results make it clear that marketers should take a fresh perspective on who to target with ecommerce, and how best to meet their needs.

Men are Motivated Online Shoppers

Forty-five percent of the online grocery shoppers surveyed were men – a larger contingent than many attuned to this channel would have anticipated. With more men living alone, leading single-adult households with children or taking on their full share of family responsibilities, males are emerging more and more as the primary purchase decision-makers and shoppers. In fact, the Inmar survey found that 65 percent of male online grocery shoppers do most or all of the shopping for their households. Recognizing this break from traditional shopper demographics, retail brands should consider the following ways to engage male shoppers to increase their online sales.

Convenience Counts for a Lot

When asked why they initially tried online grocery shopping, 53 percent of men reported that they did so because they “wanted the convenience.” Twenty-five percent said they had a free trial and/or discount that led them to make their first purchase(s). That same mindset is driving their ongoing online grocery shopping, with 29 percent of men saying they now choose ecommerce because they can shop for groceries whenever they have the time, there are no crowds (29 percent) and they don't have to wait in line to check out (25 percent).

To attract male shoppers to grocery ecommerce, retail brand marketers should highlight the platform features that provide convenience, such as quick reorder, subscribe and save, and last-mile fulfillment. This is also a good time to test and track different convenience messaging with specific male consumers. Collect initial data on what type of convenience – such as 24-hour shopping, no crowds or no lines – resonates most with the individual. Combine these messages with a free trial offer, discounted subscription or a gifted subscription to spark action.

Help With Meals Matters

Male shoppers are as likely as female shoppers to plan their meals ahead of time. Sixty-eight percent of both genders responded that they plan their meals in advance. The men in the survey commonly turned to outside resources, such as meal-planning services (26 percent) and meal kits (26 percent), for help with planning their meals. A particularly attractive opportunity among men may be in prepared and semi-prepared meals. When asked if they would add these purchases to their online grocery order, if available, 53 percent of male survey participants responded “yes.”

Retail brand marketers can increase engagement with men around meal occasions by testing and promoting programs that upsell convenient meals. This could include curated food and beverage kits and multi-meal packs that blend prepared and semi-prepared meals into one weekly meal-plan purchase. The men from our survey were 41 percent more likely than women to have purchased alcohol online. Therefore, it's important to consider how adult beverages fit within the meal experience.

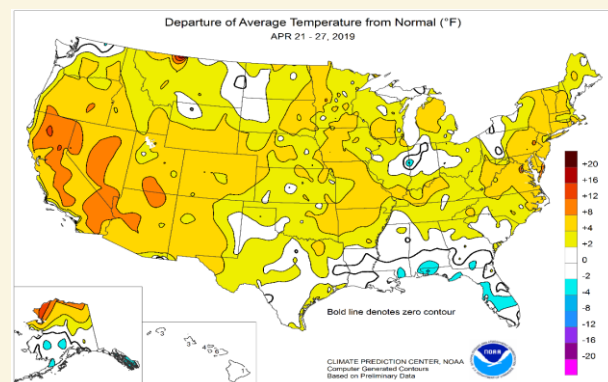
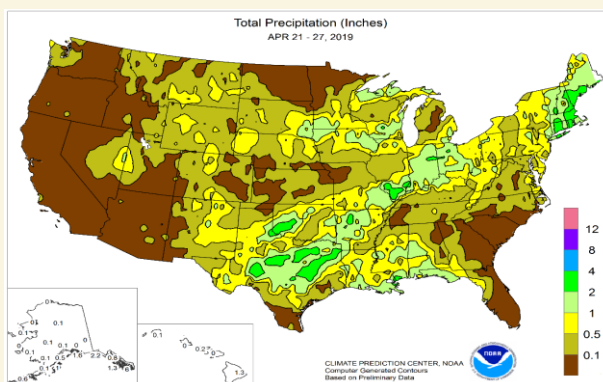
A Key Target for Future Online Engagement

The men participating in the survey showed themselves to be valuable online grocery shoppers for retailers. Two-thirds (67 percent) of surveyed men reported that they spent between \$50 and \$200 during a typical online shopping trip. In addition, roughly 30 percent of male online grocery shoppers surveyed spend 25 percent or more of their total monthly grocery bill online.

Even with men already shopping for groceries online regularly, that purchase activity is poised to increase. About 31 percent of males surveyed by Inmar indicated that the frequency of their online shopping would increase over the next year. The outlook for grocery ecommerce is universally optimistic, but exactly where and how that growth will occur is still a matter of some debate. What's certain, however, is the need for retail brands to leverage the subtle – and not-so-subtle – differences between men and women in regard to their online grocery-shopping behavior. If marketers can determine who is “pushing” the cart, and where they're taking it, then sellers can be there to meet them.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



KEEP YOUR EYE ON THE CONSUMER

Survey: In-Store Shoppers Opt for Mobile Devices over Associates

By: Dan Berthiaume, www.chainstoreage.com, April 30, 2019

Mobile technology plays a major role in brick-and-mortar shopping, according to a new survey.

Results of a recent study of U.S. consumers conducted by Kelton Global on behalf of RetailMeNot, Inc. indicate 69% of in-store shoppers would rather consult a product review on their phone than ask a store associate. More than half (53%) would rather use a mobile device to find deals and offers on products they are considering purchasing than discuss promotions with an in-store associate.

In addition to using their phones as assistants in stores, the survey demonstrates consumers are leveraging their devices to seek out deals that can be redeemed in-store:

- Nearly half (49%) of respondents have an app that collects and provides deals and discounts across retailers on their smartphones.
- 65% of respondents say receiving mobile coupons they can redeem in-store is important when shopping in physical stores.
- 69% say receiving a personalized offer on their phone that they can use in-store would make them more likely to visit a physical retail location.
- Americans are 30% more likely to complete a purchase in person than on their smartphone when they find a deal on their phone.
- 38% of shoppers who begin their journey on a smartphone and 43% of shoppers who begin their journey on a desktop complete their purchase in a physical store.
- While 64% of shoppers complete their purchase in a physical store, 39% start their shopping journey on a mobile device and 14% begin on a desktop.

In good news for brick-and-mortar and omnichannel retailers, survey results also show that physical stores still play a major role in retail. Eighty-five percent of respondents shop in a non-grocery physical retail store during a typical week, visiting up to three stores on average. That average goes up to four stores per week among millennial shoppers and 5.25 among Generation Z, excluding grocery and convenience stores.

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

**MARK YOUR CALENDAR
PACK YOUR BAGS!**
June 9-10, 2019
United Fresh Produce Sales Training
McCormick Place South Bldg- Convention Center
Chicago, IL
www.unitedfreshshow.org
July 26-27, 2019
PMA Foodservice Conference & Expo
Monterey Conference Center
Monterey, CA
www.pma.com/events
Come join #TeamLipman at booth #1317!

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