



MARKET UPDATE

Round Tomatoes: Eastern tomato production is moving south as Quincy finishes up, Ruskin/Palmetto is rolling along, and some growers (Lipman included) have started round tomato harvests in South Florida. Quality is mixed as what's left in Quincy has challenges, while newer fields further south are into much nicer fruit. The sizing profile has been a little on the small side but should move up over the next week. Western supply is now a Mexican deal with moderate supplies from Eastern Mexico and improving numbers in Baja as new fields start up over the next few weeks.

Roma Tomatoes: Florida's roma tomato offerings have improved since last week, but supply is comparatively light as FL generally doesn't devote a large amount of acreage to romas going into Winter. Quality has been nice on Lipman's product but sizing is definitely down. Mexico's roma production is moving into its Winter mode, with more growers starting and volume beginning to pick up.

Grape Tomatoes: With Ruskin/Palmetto and South Florida both in production and warm weather bringing on crops, Florida's grape tomato supply is strong this week. Quality has been very nice and should continue to be, barring any weather issues. Grape volumes are mostly steady out of Baja and Central Mexico and more growers will come online over the next few weeks.

Bell Peppers: GA and SC still have product but are definitely on the downhill side of the season. Cold weather and quality concerns will bring these production areas to an end sooner rather than later. Florida is working pepper in both the central and southern parts of the state, where quality is stronger. Although volume is still light in FL, more growers are expected to come online next week and availability should improve as farms get further into new crops. In the West, Northern California and the coast are winding down, while Coachella and Nogales are ramping up. Areas that are winding down are getting hit by cold weather and are seeing more and more bruising, knocking them out more than likely after this week or next. As for Coachella and

Nogales, volume will start to pick up as soon as Monday. There's not a lot of sizing out of Nogales yet, but we look for that to change.

Cucumbers: Baja will continue cucumber harvests for another 2-3 weeks with light supply as the last of the growers wrap up their season. Quality remains solid. Mainland cucumbers are coming on strong and more growers are expected to start up this weekend and next week. Every week we'll see more supply and the last of the growers are scheduled to start Thanksgiving week. Quality has been strong and the fruit looks great. With so much planted, we shouldn't see supply issues. In the East, GA looks to finish up next week as cold weather has slowed production significantly. FL has light production to offer, with fruit coming from Plant City and South FL. Overall volume will remain light to moderate in FL through its season as less acreage is devoted to Winter cuc crops. Expect to begin seeing imports from Honduras around December 1st.

Summer Squash: With cool temperatures this week and a potential freeze in the early part of next week, GA could finish its squash crops soon. But, FL has several areas in production, with amazingly, a little more yellow than zucchini available. Quality has generally been nice although a few lots/fields have had mild issues. With CA farms almost out of the picture, Mexico is the place for Western squash. Numbers were strong last week, but have declined somewhat as Mainland Mexico farms deal with cooler temps. The squash in the more southern districts are about 7- 10 days away which will help supply rebound by the week of the 18th.

Green Beans: GA and North FL's bean crops are at risk for a freeze in the early part of next week, which could put pressure on the central FL, south FL and Western supply for the holiday. South FL farms have just started and will have product, but yields have been off and quality has been less than desirable so far. There are additional growers that will start next week, which will hopefully bring better supply and quality. As for the West, coastal CA is on the decline as new areas such as

the CA desert and northern Mainland Mexico get up and running for their 3-4 week season. The southern zone of Mainland Mexico projects a start date of sometime next week which should help to meet Thanksgiving demand.

Eggplant: GA's eggplant crops are winding down due to both cold weather and declining quality. There's fruit available in Plant City, although some think there's less acreage than in previous years. A few growers have started in south FL with more to come, providing a fairly good long-term outlook. Fresno and Coachella continue to harvest eggs, but are moving into the seasonal decline and will wrap up over the next two weeks. Nogales shippers have started up and will see volume increase over the next 10-14 days.

Hard Squash: Hard squash supply is scattered in the East, with light volume on new crops from GA and bigger numbers available from storage crops in the NE. Overall quality is, of course, better from GA, but proper grading can produce nice packs from most areas. Most Western volume is still coming from CA where spaghetti is the most challenging flavor. A few Nogales shippers have started and we'll see more over the coming weeks as production shifts to Mexico. Honduran imports are currently on tap to begin at the first of December.

Organic Squash: CA continues with light numbers on organic squash but should wrap up soon. Overall volume is lighter this week from both Otay and Nogales, but our new Grown True fields just started shipping this week and should ensure our supply. Yellow numbers aren't as strong, but there's an adequate amount of zucchini available to meet demand.

Organic Cucumbers: With Baja and Nogales both into good volumes, there's plenty of organic cucs to go around this week.

Organic Green Bells: Coachella is harvesting light volumes each day but their pricey product is moving fast. There's been a bit more volume coming in at Nogales, but larger sizing is still limited.

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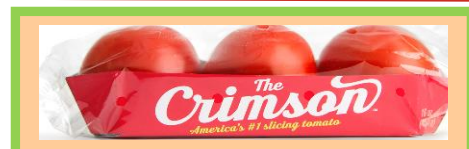
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AN APPLE A DAY

Believing in Fresh Produce is Enough

By: Tom Karst, www.thepacker.com, November 4, 2019

What are the irrefutable, science-proven benefits of eating fruits and vegetables?

Can eating that extra serving of broccoli have a measurable dividend in a lower risk of cancer?

And does it really matter, as long as consumers are "convicted" that eating fresh produce is one of the best things they can do for their health?

These are some of the questions I thought of after reading a piece in *The Seattle Times* headlined, "Do you believe you can reduce cancer risk with food?"

The story cited a recent survey by the International Food Information Council (IFIC) and the American Institute for Cancer Research (AICR) on the attitudes of Generation X about the role of diet and lifestyle in cancer prevention, and what that means to their diet choices.

From the story:

"The surveyed Gen Xers believe two of the top difference-makers are regular, sustained physical activity and a diet high in fruits and vegetables. Nearly half of all Gen Xers surveyed said that whether a food or beverage might reduce their risk of developing cancer plays a role in their purchase decisions — but so does reducing risk of heart disease, diabetes and other diseases."

More than half of Gen Xers who prioritize cancer prevention say they eat a much different diet than they did 10 years ago, although 75 percent of participants say that their diet is generally better than it was a decade ago.

A cancer-preventive diet is rich in nutrients from food. In fact, the AICR recommends that we don't use supplements to try to protect against cancer, in part because our bodies absorb nutrients in their complete food "packages" better than in isolated nutrients found in supplements. To get these nutrients, we need to eat more plant foods, but what "more plants" means can be a matter of some confusion.

For example, 35 percent of Gen Xers surveyed believe a plant-based diet is one that emphasizes minimally processed foods that come from plants, with limited consumption of animal meat, eggs and dairy; another 32 percent believe a plant-based diet to be a vegan diet in which you avoid all animal products, including eggs and dairy."

The author, nutritionist Carrie Dennett, said not all consumers have the same clear-cut judgment on food choices. She writes:

"Interestingly, the survey results suggest that people with lower incomes have poorer health, are less familiar with plant-based diets, are less likely to believe that food choices can affect cancer risk, and subsequently are less likely to choose foods based on their cancer-preventive properties. Does higher income make it easier to stay healthy, and people who are already healthy find it easier to believe that their personal actions and behaviors make a difference? That's an important question."

TK: None of us can guarantee ourselves a future free from cancer or other dread diseases, but most of us believe that choosing healthful foods like fruits and vegetables can move the needle of fate.

It might be that the sense of control of our health destiny we have through the choice of a salad over a quarter-pounder, for example, is overly ambitious. Does it matter? With aging Boomers and Xers looking to take better care of their bodies, the plant-based eating trend appears to be here to stay.

Believing that our personal actions and behaviors can make a difference is enough.



TRANSPORTATION FACTS

*The national diesel average is holding at \$3.06 per gallon this week.

*The average price for a gallon of diesel is \$.28 less than the same time last year.

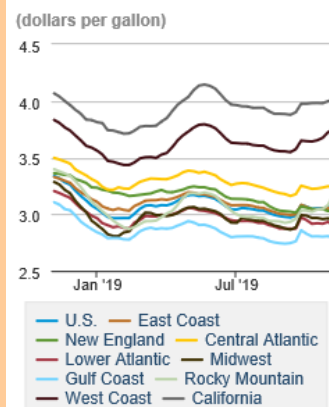
*There was a mix of price increases and decreases among reporting areas. The Rocky Mountain zone came in with the most significant price hike at \$.08 per gallon.

*California's pricey fuel has now edged over the \$4.00 mark and tops the charts at \$4.01 per gallon while the Gulf Coast remains the low-price leader at \$2.80 per gallon.

*The WTI Crude Oil price is up \$1.18 (2.1%) since our last report, moving from \$55.97 to \$57.15 per barrel.

*Transportation availability is adequate throughout the country with a slight surplus in most parts of Florida.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration



FRESH CUT FOCUS

For Your Thanksgiving Table

By: Johnathan Maldonado, Manager of Innovation/Product Development

Lipman's fresh cut product line provides you with the best of nature, cut fresh and packed for convenience year round. Our product-specific processing and patented packaging drives optimal shelf life – meaning you'll receive only the best product, every time. And this produce not only tastes good... it helps customers save valuable time in the kitchen, and the convenient packaging also reduces the risk of foodborne illness, by decreasing the opportunity for cross-contamination.

This month, we'll focus on some delicious ways that our fresh-cut product can grace your holiday table. For more information, please reach out to your usual Lipman contact or one of our fresh cut specialists: Johnathan Maldonado at 214.907.0695, Chris Daulerio- East at 215.870.8956 or Brian Arbini- West at 209.402.5184.



Oven-baked diced butternut squash with garlic and fresh herbs



Cornbread chorizo jalapeno stuffing with butternut squash, diced red peppers, and diced onions



Butternut squash and spinach quesadilla with diced red bell pepper and jalapeno



Diced butternut squash and wild rice with pistachios and pomegranate seeds

Butternut Squash

LIPMAN INGREDIENTS:

- Diced Butternut Squash
- Sliced Jalapeno
- Diced Red Bell Pepper
- Diced Onion

KIT VERSATILITY:

- Foodservice items
- Salad bars
- Behind the glass deli
- National accounts
- Kits sold for repack at store level



PRODUCE BAROMETER

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



NOVEMBER CALENDAR

All Month

Military Family Month

November 11th

Veterans Day

November 12th

National Pizza with the Works Day

November 14th

National Guacamole Day

November 15th

National Clean Out Your Refrigerator Day

Plant City, FL Weather

Sat Nov 9	Sun Nov 10	Mon Nov 11	Tue Nov 12	Wed Nov 13
76°F	80°F	82°F	81°F	69°F
58°F	61°F	63°F	54°F	55°F
NNE 14 MPH	NNE 9 MPH	ENE 6 MPH	ESE 8 MPH	NNE 14 MPH
			Precip 20%	

NEWS IN THE GROCERY TRADE

Click-and-Collect is King, and Grocery Stores Must Shift Their BOH Operations

By: Kathy Craft, www.grocerydive.com, October 28, 2019

The days of walking down aisles at local supermarkets, watching people review their handwritten shopping lists and packing their carts to the brim are over. Consumers are no longer scouring the store for ingredients to create the perfect dinner. Pre-packaged meal kits are creeping into prime real estate and personal shoppers with apps like Shipt and Instacart are racing from one online grocery order to the next.

Research shows almost half of U.S. shoppers use click-and-collect methods for groceries, while Nielsen and the Food Marketing Institute estimate that Americans' total online grocery spending will reach \$100 billion in the next few years.

Some brands have quickly adjusted to this new environment, while others have fallen behind. But simply accommodating pickup and adjusting to the new normal of at-home delivery isn't enough. The solution is to reimagine the traditional store and transform it into a more modern "micro-market." The supermarket of the future will have a greater warehouse footprint for inventory and processing to meet growing customer demands, and a more holistic and authentic retail experience that can only be fulfilled in-person.

Here is a deeper dive into the top three things retailers need to consider when creating the supermarket of the future:

1. Rethink back-of-house

It is no secret successful retailers now offer multiple options for online ordering, but are they able to process orders quickly and seamlessly in their traditional space? Research shows grocers need to adjust their physical layout to meet new consumer demands. With more and more people leveraging digital, it's time to start thinking about the best strategy for the back-of-house.

Supermarkets should expand the back to keep stock specifically for click-and-collect programs. This reduces initial build-out costs because product stays in the warehouse space rather than more expensive retail space. It also reduces labor costs because the product goes directly into delivery boxes or grocery sacks without being staged on display in the front of the house. Having a larger warehouse also means faster inventory turns, fewer touches and easier loading operations. Finally, expanding the back-of-house area reduces product damage because fewer products are exposed to handling.

Overall, making room for click-and-collect and delivery operations in the warehouse makes everything more efficient.

2. Enhance transportation and parking flow

In addition to expanding the back-of-house, retailers should plan for more efficient transportation circulation. Today, most stores have a small area dedicated to loading, typically with enough space for one or two trucks and a forklift. With last-mile delivery demands at an all-time high and grocery distribution services saturating the market, stores must allow for an easier flow for personal vehicles, box vans and sprinter trucks that are distributing these orders as well as personal consumer pickup. Consumer-facing pickup areas should be separate to ensure the experience is the best it can be. There should be several designated zones including one large parking lot dedicated to curbside pickup, and a separate location around back for the larger, bulk-size pickups for home-delivery distributors.

3. Transform the retail experience for guests

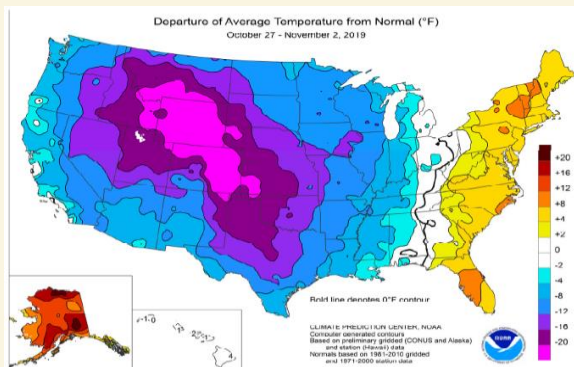
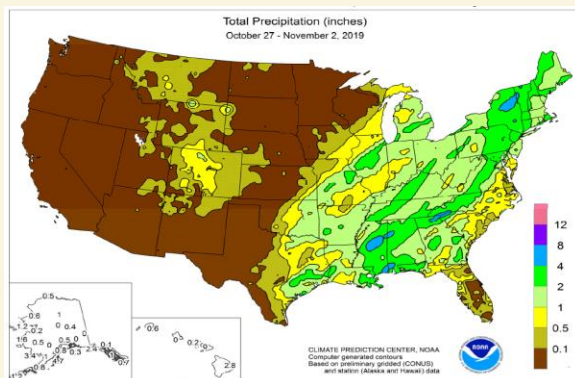
The final piece to the puzzle is transforming the front-of-house experience. Just because the warehouse footprint is growing doesn't mean the consumer-facing environment is any less valuable. It only means it might need to be utilized differently. Although online orders and digital interactions are increasing, customers still need the opportunity to engage with new products. Research shows some shoppers still prefer selecting produce in-store rather than online to ensure the best quality and freshness, and millennials are more likely to shop in-store because of the social interaction.

Imagine a smaller, more modern, consumer-facing storefront with fresh breads and produce, refrigerated basics like milk and eggs, a uniquely designed grab-and-go display and an area dedicated to home essentials. The front of the store can be created to meet the needs of every shopper. Digital kiosks that house easy recipes using only ingredients available in-store can be scattered throughout for the creative and fast-paced millennial. A small wine bar can be strategically placed near the checkout for the mom or dad who just need to pick up a few things but are also looking to unwind.

Expanding the back-of-house, creating new and innovative transportation solutions and reimagining the consumer-facing environment will become the key pillars to successfully transform today's supermarket into a micro-market of the future.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



FROM THE CAPITOL

USDA Gives \$41 to Boost Fresh Produce SNAP Purchases

By: Tom Karst, www.thepacker.com, November 6, 2019

Grants totaling more than \$40 million have been awarded to programs to give food stamp consumers incentives to eat more fruits and vegetables.

The U.S. Department of Agriculture's National Institute of Food and Agriculture said the agency awarded \$41.4 million in 23 competitive grants to support projects to boost the purchase of fruits and vegetables among Supplemental Nutrition Assistance Program consumers. The grants help fund projects that provide point of purchases incentives, according to the release.

The funding comes from the Gus Schumacher Nutrition Incentive Program. The program, referred to as GusNIP, was reauthorized by the 2018 Farm Bill and is the successor to the Food Insecurity Nutrition Incentive Program (FINI).

"Building upon the achievements of its predecessor program, FINI, GusNIP uses healthy incentives to encourage the buying of fruits and vegetables at the point of purchase," NIFA director J. Scott Angle said in the release. "This is a win-win for those participating in SNAP and for farmers at farmers markets where many of these projects are operating."

Angle said in the release that the grants bolster local and regional food systems and help contribute to their long-term presence. GusNIP is a joint program between NIFA and USDA's Food and Nutrition Service, which oversees the SNAP program.

The release said the grant winners represent a variety of peer-reviewed projects, including small pilot projects, regular projects, large-scale projects, produce prescription projects, and one training, technical assistance, evaluation, and information center project.

"One of the new components this year of the program created by the 2018 Farm Bill that we are excited about is the produce prescription projects," Angle said in the release. "These projects present an opportunity to bring together stakeholders from distinct parts of the food and healthcare systems to foster a better understanding of how the health and nutrition status of participating households prescribed fresh fruits and vegetables is improved."

Forsyth Farmers Market in Chatham County, Ga. received funding to partner with four area health care clinics to serve 200 participants and their families each year. In Frankfort, Ky., the Community Farm Alliance received a grant to merge their efforts with the Community Farmers Market to establish a regional, multi-location produce prescription program, according to the release.

A full list of produce prescription projects funded is available on the USDA website.

FRESH
TOMATOES



the best
of nature™

MARK YOUR CALENDAR
& PACK YOUR BAGS!

January 14-16, 2020

United Fresh's FreshStart Conference
Loews Ventana Canyon Resort
Tucson, AZ
www.unitedfresh.org/events-programs/freshstart-conference/

February 27-29, 2020

Southeast Produce Council's Southern Exposure
Tampa Convention Center
Tampa, FL
www.southernexposure.seproducecouncil.com

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