



MARKET UPDATE

Tomatoes: With homegrown deals and Virginia finished for the season, Eastern tomato production has shifted primarily to Florida. Quincy-area farms worked through crops quickly due to disease pressure and are just about to call it quits. A few growers in the Palmetto/ Ruskin area have started with others on tap to begin next week. Yields have been light and packouts low, but good fruit is available in very light supply. Eastern numbers of all varieties will remain very snug until South Florida comes into the picture in late November/early December with some relief.

California's mature green deal is down to just a few shippers, with only two expecting to go into next week. Quality and sizing have been surprisingly nice on end-of-season rounds due to a spurt of nice growing weather. However, for all practical purposes, roma production is done, as quality became an issue on late picks. Eastern Mexico and Baja are working existing acreage on rounds and romas with steady volumes and good quality. On the flip side, grape tomatoes have become very tight. With Eastern demand and major growers in Baja past their peaks earlier than projected, availability has become an issue.

Bell Peppers: Most local growers in the East have called it a wrap for the season which has tightened up supply significantly. If weather cooperates, South Carolina will go for another week or so then leave it all to Georgia. Unfortunately, Georgia is on the back end of its season and is dealing with quality and yield problems brought about by previous weather. Western markets are now looking to the California desert for new crop bells, as other growing areas are finished, winding down, or working with poor quality. Peppers could be a hot commodity until mid-late November, when Florida and Mexico get going in earnest.

Cucumbers: Although Baja's production is winding down, Mainland Mexico growers are coming to the table with a steady supply of

cucumbers. Mainland cucs have been lighter in color, but overall quality is nice. In the East, both Georgia and Plant City, FL farms have product available but not enough to meet market needs. When these areas finish up, the East could see a supply gap until South Florida's weather-delayed crops get going.

Summer Squash: Overall squash volumes are lighter in the East. With weather cooling, most local deals have finished and production is mostly limited to Georgia and Florida. Western markets expect lighter supplies out of Nogales for the next few weeks due to depressed markets and the short-lived heatwave growing areas experienced. Guasave farms will start in a limited way next week.

Green Beans: Eastern green bean production is limited to Georgia where disease pressure has severely impacted yields and quality. Supply is expected to be short for the next few weeks until Florida farms come into the picture. Western markets are also coming up short this week, as Central California growing areas have either finished or are winding down the season. The California desert should begin harvesting over the next 7-10 days, while Mexico isn't expected to start until mid-November.

Eggplant: Both Fresno and the California desert are shipping eggs this week. Quality is nice from new desert crops and they expect to have light, but consistent volume for the next 10-14 days. More supply is coming, likely this weekend, from Nogales as growers in Mexico begin to cross fruit. Supply is light in the East, as production is down to mostly Georgia farms.

Chili Peppers: California and Baja chili crops are on the downward swing, but both Sonora and Sinaloa are on tap to see increases in volumes as soon as next week. The East will look this way for product, as chili production is very minimal in Georgia at this point. Both Sinaloa and Sonora have excellent quality on new crops.

TRANSPORTATION FACTS

* Since our last publication date, the National Diesel Average has increased from \$2.78 to \$2.80 per gallon.

* The average price for a gallon of diesel fuel is \$.32 higher than the same time last year.

* All areas reported steady or higher fuel prices with the exception of the Central Atlantic where the price decline was less than one cent.

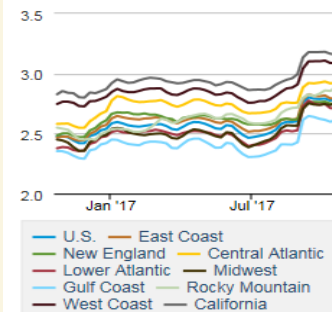
* California remains the high price leader for diesel fuel at \$3.17 while the Gulf Coast region continues to offer the best bargain at \$2.61 per gallon.

* Since our last report, the WTI Crude Oil price rose 2.5%, moving from \$50.92 to \$52.18.

* Truck shortages continue in potato/onion shipping areas. However, transportation availability is adequate in other vegetable shipping regions.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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RESTAURANT INDUSTRY NEWS

5 Things to Consider Before Partnering with a Third-Party Delivery Provider

By: John Oakes, www.restaurant-hospitality.com, October 17, 2017

It's no secret that consumers are seeking convenience, resulting in a drive towards on-demand delivery. Most restaurant owners see the trend as a good thing for business: In fact, some are even moving to a delivery-only model.

And this trend is here to stay. Investment banking firm Cowen & Co. predicts the U.S. food delivery market will grow from \$43 billion to \$76 billion by 2022, mainly driven by the rapid expansion of delivery companies like UberEats, Grubhub, DoorDash, Bite Squad and new players continuously entering the market.

Indeed, ordering restaurant meals for delivery is becoming an everyday part of life for many. According to Cowen & Co., the average U.S. consumer places 48 such orders per year, with that number spiking to 66 orders a year for 18- to 24-year-olds.

While this trend is great for customer convenience, how should you as a restaurant owner pick the right delivery partner, and how do you make sure these services will help both your customers and your bottom line? Certainly, it makes sense to broaden your customer base beyond the people who walk into your restaurant. But as you weigh the various services out there, be sure to choose those that will help your business, in addition to theirs.

This should all tie to a deep understanding of your restaurant's profitability, and to knowing that customer satisfaction, smooth operations and the quality of your brand are all critical for your long-term success.

With this in mind, here are five things to consider before partnering with third-party delivery services:

1. Choose a delivery company that delivers a customer experience that matches your brand.

Much like your sit-down customers, it's doubtful that you'll get a second chance with delivery customers if the food or service is subpar.

First, find out about the delivery company's reliability and customer service, and ask for statistics on customer satisfaction and average delivery times. Take the time to get information about how the company trains its team to deliver orders, how it handles complaints, if it conducts

background checks on drivers and how it sets its own benchmarks.

You can also easily check on customer satisfaction through third-party sources such as social media and customer-ratings websites like trustpilot.com and sitejabber.com.

2. More business isn't better if it doesn't make you money.

The order value per check will vary depending on whether your restaurant is located in a densely populated area versus a lower-density area. Once you have deducted the commission percentage, which can be anything from 15-30 percent, deduct other additional costs of the new service from the net revenue per order so you can understand potential profit margins in terms of dollars.

If you are planning to offset some of the commission you pay to the delivery partner by adding a delivery charge, keep in mind that your customers will focus on what they pay in total. Even though a \$3.99 delivery charge might not seem exorbitant in your city when compared with other area services, you still need to consider your customers' price sensitivity. For example, will they decide not to order if the cost is \$15.99 versus \$11.99?

Use your transaction data to analyze price sensitivity before you set delivery prices. This should be a natural extension of how you determine menu prices for walk-in and drive-thru customers.

3. Time is critical: Get your restaurant ready to handle deliveries efficiently.

A worldwide six-month research project conducted in 2016 by global consulting firm McKinsey & Company revealed that speed of delivery is the biggest variable in customer satisfaction, with an average 60 percent of consumers citing it as a key factor. The optimal wait time is no more than 60 minutes.

For your restaurant, the menu, packaging and onsite processes all need to be designed with speed in mind. Are your products easily prepared and assembled? Is the delivery technology integrated with your in-house electronic point-of-sale system to help the cooking flow in the kitchen? And have you made sure the food is picked up by delivery partners in a way that doesn't negatively impact

your in-store processes?

4. Know the return on investment for offering delivery.

To analyze the return on investment, it's important that the delivery data is tracked properly and integrated into your point-of-sale data.

This will give you an informed understanding of how your customers use the various channels, such as eat-in, drive-thru, pick-up and delivery, and how they purchase. These insights will also allow you to develop channel-specific communication and pricing strategies to ensure that you won't lose your customers on that all-important customer journey, and they will use your restaurants again and again.

5. Avoid long-term commitments with delivery companies. Check on their performance constantly and be sure you clearly relay your expectations.

Delivery times should match what your company has told the customer to expect, and customer satisfaction should constantly be at high levels.

Many restaurants use multiple delivery providers, partly to cover their risk in case a provider fails to perform or goes out of business.

Don't be afraid to drop a service if the delivery doesn't mirror the quality experience your customers have when visiting your restaurant.

As you consider your options, know that many delivery companies are doing an excellent job. And the payoff – broadening your base of customers and building brand loyalty on days when the customer doesn't traditionally come into your restaurant – can be the incentive for you to do your homework on the front end.



TEAM LIPMAN IN PICTURES

From the folks who take care of business behind the scenes to those you may see and talk to frequently, every individual plays an important role in providing you with the very best produce that nature has to offer...24/7/365. Check out these friendly faces!



Amy Holcomb
Sales
Texas



Scott Van Loo
Value Added Production Manager
Florida



Arjan Xhelo
Food Safety Specialist
New Jersey

Coming soon....Lipman Recipe Contest!

We'd like to feature YOUR favorite recipes in On the Horizon during November and December! If you have a vegetable-oriented favorite dish that your family and friends expect to see on your holiday table, please send the recipe to joanna.hazel@lipmanproduce.com. A grand prize winner will be selected each month with the winner receiving a Lipman "bag of swag" and a gift card!! Here are the rules:

1. This contest is open to all customers, partners and employees of Lipman.
2. One recipe will be published each week, with the monthly winner being chosen from the weekly winners.
3. To be considered for each week's selection, please submit your recipes by Tuesday EOB.
4. Recipes should include or feature at least one Lipman item. With so many tomatoes and vegetables to choose from, that should be easy!
5. Winning recipes will be chosen based on several criteria including: originality, use of Lipman products, flavor profile, and presentation.
6. Submit a picture of the finished product with your recipe for bonus points!

PRODUCE BAROMETER

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



NOVEMBER CALENDAR

All Month

National Pepper Month

November 1st

World Vegan Day

Stress Awareness Day

November 2nd

National Men Make Dinner Day

November 3rd

National Sandwich Day

Ruskin, FL Weather

Fri Oct 27	Sat Oct 28	Sun Oct 29	Mon Oct 30	Tue Oct 31
81°F	82°F	72°F	70°F	77°F
64°F	66°F	51°F	52°F	60°F
ENE 11 MPH	E 9 MPH	NW 18 MPH	NNE 8 MPH	NE 7 MPH
	Precip 40%	Precip 40%		

AN APPLE A DAY

Childcare Staff Behavior May Encourage Kids to Sample Healthier Foods

By: Natalie Grover, www.reuters.com, October 25 2017

Meal-time behaviors by childcare providers may encourage children to sample more nutritious foods, a recent study from Oklahoma suggests. Specifically, children in daycare were more willing to taste greater numbers of nutritious foods when staff members sat with them and ate the same food, when the staff determined whether children were full before removing the plate, and when they talked about healthy food.

In contrast, merely sitting with children at meal times, or encouraging picky eaters to try a food, "were not associated with desirable outcomes, such as children tasting nutrient-dense foods more frequently and unhealthy foods less frequently," the researchers reported in the Journal of the Academy of Nutrition and Dietetics.

The study emphasizes the importance of slowing down, taking a few moments - lunch doesn't really last that long - to role model, talk about healthy choices, and enjoy the meal with children, said study co-author Susan Sisson of the University of Oklahoma Health Sciences Center in Oklahoma City.

Over 60 percent of American children aged three to five attend early care and education centers, study researchers noted.

The community-based study involved 201 three- to five-year-olds at 25 early care and education centers, including eleven tribally affiliated centers, across rural and urban settings in Oklahoma.

Trained observers recorded classroom behaviors and the children's receptiveness to tasting healthy foods, such as fruit, vegetables, and low-fat dairy items, as well as less healthy fried vegetables, fried meat, high-fat meat, and high-fat/high-sugar food items.

As quantities for serving sizes can vary dramatically, "each food item was counted as long as the child tasted the food item at the lunch meal, rather than using actual serving sizes," the authors explained in their report. "Young children may not consume full servings of foods due to their bodies' needs," they added. "By counting each type of vegetable served rather than the volume of servings, centers that serve mixed vegetables are favored because they are exposing children to multiple vegetables in one meal that collectively add up to the volume of one serving."

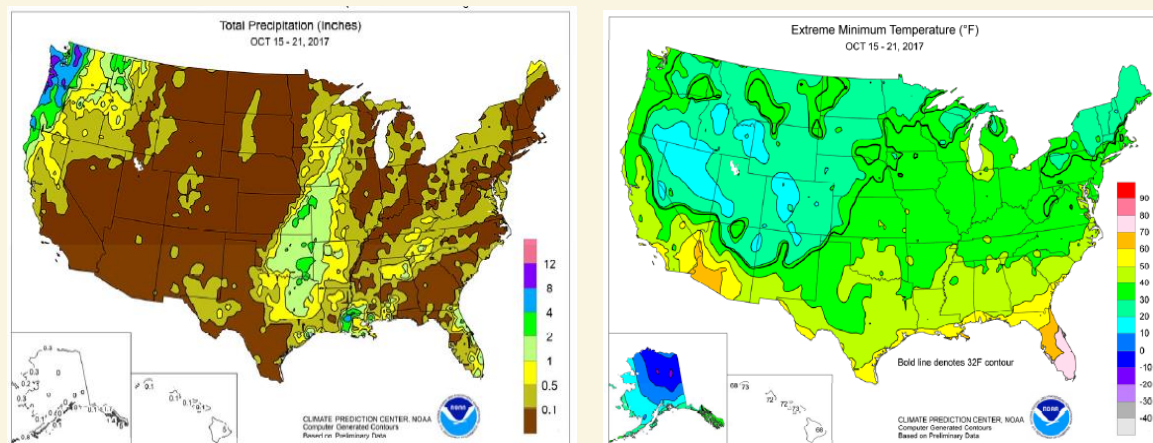
Bethany Yon, spokesperson for the American Society for Nutrition who was not involved in the study, told Reuters Health that the study's emphasis on how willing the children were to taste different foods, rather than how much they ate, is "certainly a relevant approach when observing the toddler and preschool population where feeding goals are often around acceptance of new foods, and young children frequently enter a phase of food neophobia."

Charlotte Stirling-Reed, a registered nutritionist and spokesperson for UK-based Nutrition Society, who also was not involved in the study, told Reuters Health, "I regularly deal with little fussy eaters and believe that childcare settings can play a huge role in getting children to eat well from a young age."

"The idea that they have used 'tastes' as opposed to amount eaten is still quite useful as tastes often increase acceptance over time. Getting young children to have small tastes of food can be really important for improving familiarity with different foods," Stirling-Reed said.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Minimum Temperatures



NEWS IN THE GROCERY TRADE

Larkin: Health and Taste Drive Fresh Foods Momentum

By: Peter Larkin, www.theshelbyreport.com, October 23, 2017

The verdict is in about fresh foods: Shoppers are prioritizing health and taste as the top reasons for consuming fresh items. Moreover, produce ranks as the most important fresh department to shoppers. And in an era of multi-channel retail competition, supermarkets still command a huge share of shoppers' fresh foods dollars.

These insights are part of the [National Grocers Association](http://www.nationalgrocersassociation.org) (NGA) report called "The Independent Consumer," which outlines shopper preferences based on a national consumer survey. The survey compares attitudes of those who shop at different types of stores, such as independents and chains. The consumer research was conducted online in November 2016 within the U.S. by Nielsen/Harris Poll on behalf of NGA.

The report underscored the importance of fresh foods to shoppers' overall experience. When asked about perceptions of their primary store, some 77 percent said it features fresh foods, with 72 percent highlighting that it sells high-quality fruits and vegetables. Shoppers of independent food stores in particular pointed to availability of high-quality meats as a key feature of their primary store. Independent store shoppers said factors that have the biggest impact on their satisfaction include availability of organic and local produce.

There are several reasons for this consumer trend. Nearly 79 percent of shoppers said they eat fresh foods for health reasons, but gender played a key factor as well. Women were much more likely than men (85 percent to 73 percent) to cite health factors.

But health isn't the only draw to the fresh category. A total of 79 percent pointed to the importance of taste in fresh foods, which was far more important for rural (84 percent) and suburban (80 percent) shoppers than for urban (73 percent) consumers. Other reasons cited for eating fresh foods included value (35 percent) and convenience (28 percent).

Food retailers shouldn't ignore how they display fresh foods, either. Asked what matters most in the presentation of fresh foods, shoppers gave the biggest weights to freshness and appearance. Other attributes included packaging that provides a clear view of a product, cleanliness of display, and packaging that preserves freshness.

Unsurprisingly, produce took the top honors in the fresh segment. Asked to name the most important department when thinking of fresh foods, 43 percent said produce. That was particularly the case for suburban and rural shoppers.

Other fresh foods departments cited as most important included beef (15 percent), dairy (14 percent) and poultry (8 percent). Further down the list were seafood (7 percent), deli (7 percent), bakery (3 percent) and cheeses (3 percent).

The research outlined how supermarkets can serve as a powerful outlet for fresh foods. In fact, the study found that more than half of shoppers spend 75 percent or more of their fresh foods dollars at supermarkets compared to other outlets selling fresh items.

The study's authors recommended several steps for retailers to better enhance fresh and prepared foods, including ways for independent food stores to set themselves apart.

"Distinguish yourself from regional and national chains with items clearly marked for special diets," the study said.

"Provide cooking instructions on fresh foods and packaging that gives a clear view of the product."

The NGA research was sponsored by The Shelby Report. For more details on the research and methodology, visit nationalgrocers.org/consumertrends.

<p>MARK YOUR CALENDAR PACK YOUR BAGS!</p> <p>March 25-30, 2018 United Fresh Produce Executive Development Program Cornell University Statler Hotel & Executive Conference Center Ithaca, NY www.unitedfresh.org</p> <p>April 11, 2018 PMA Fresh Connections Retail Philadelphia Airport Marriott Philadelphia, PA www.pma.com/events</p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> <p>Visit our website... www.lipmanfamilyfarms.com</p> <p>Follow us</p> <p>Questions or comments about the newsletter? Contact: joanna.hazel@lipmanproduce.com</p>