



MARKET UPDATE

Tomatoes: Working through the last flush of the season, Fall tomato deals in Tennessee and the Carolinas expect to offer decent volume and average quality on rounds and romas for the next week. With colder weather moving in, production is expected to slow down significantly after flush picks. Some grape tomato growers from the same areas have also been peaking but expect product to tighten up in a week or so. From there, Eastern markets will look to Quincy and Palmetto/ Ruskin which both anticipate reduced yields and sizing/quality challenges brought about by Irma.

California tomato volumes are expected to be steady for another week or so, then begin to decline mid-month as growers gradually drop out until November. Fruit quality is challenged from some growers who've experienced disease pressure, but is acceptable from others. Vine-ripe round production has been steady out of Mexico and new areas are expected to come online in the middle to latter part of the month. With new acreage starting, Mexican roma availability is expected to remain good for at least the next few weeks. Grapes are available from Baja and Eastern Mexico with the better quality coming out of Baja.

Bell Peppers: With Northern areas and local deals still hanging in there and Georgia and South Carolina's Fall crops up and running, bell peppers remain plentiful in the East. Overall quality is good, but there are some occasional issues in older crops. In the West, California shippers are on their 2nd and 3rd picks of newer fields and may wind down sooner than in previous years. Quality is still great, but cooler nights have brought sizing down.

Cucumbers: Baja's cucumber crops are going strong and are producing nice-quality fruit for Western markets. Mainland Mexico's growers are slowly beginning to build steam with good quality and condition, but fruit color hasn't been as nice as what's coming

from Baja. Although Michigan and northern areas are winding down in the East, there's more than ample supply of cucumbers available from Eastern North Carolina and now, Georgia. Quality has been nice from both of these areas.

Summer Squash: Cooler temps are beginning to slow squash production on many local deals in the East, particularly those in more northern areas. Good volumes from Fall crops are expected to run for a few weeks in the Carolinas, but yellow numbers are on the lighter side. Georgia's availability is beginning to show the effects of pest/disease pressure. Overall quality is good, although there are spotty reports of scarring. Western squash markets are making the transition from diminishing California crops to the increasing volumes coming in from Mexico at Nogales.

Green Beans: With Michigan winding down and cooler temps in the areas of most local deals, Eastern green bean availability may lighten up over the next few weeks. Georgia has started in a light way, but quality and yields will be impacted by pest/disease pressure. The West will look to Watsonville for bean supply for the next 10-14 days, then production will transition to the California desert.

Hard Squash: California hard squash farms are into new blocks and are bringing nice quality, size and color to market now. Sonora, Mexico has begun to cross light volumes of butternut and spaghetti and expects to be in stronger production with all varieties within the next couple of weeks. Local deals in KY, NY, and PA continue to have adequate volumes and quality to support Eastern demand.

Chili Peppers: Chili volumes are light this week, as Santa Maria begins to decline in quality and volume ahead of schedule. Baja has good fruit, but there's not enough volume to cover demand. With Sonora not expected to begin until mid-November things could get dicey on chilies.

TRANSPORTATION FACTS

* The National Diesel Average remained steady, coming in at \$2.79 per gallon for the third consecutive week.

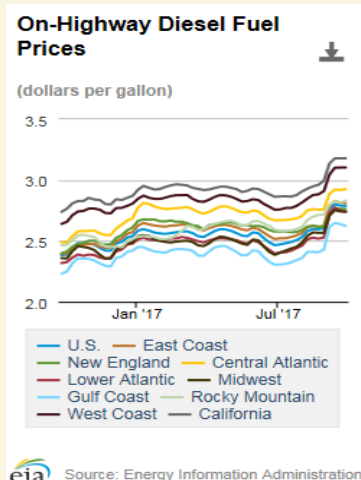
* The average price for a gallon of diesel fuel is \$.40 higher than the same time last year.

* Price changes, up or down, were minimal in all areas except for the Rocky Mountains where a gallon of fuel is \$.03 more this week.

* California remains the high price leader for diesel fuel at \$3.18 while the Gulf Coast region continues to offer the best bargain at \$2.62 per gallon.

* The WTI Crude Oil price fell 2.8% this week, moving from \$51.88 to \$50.42.

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



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RESTAURANT INDUSTRY NEWS

Who Eats Fast Food? Basically, Everyone

By: Ron Ruggless, www.nrn.com, September 29, 2017

Nearly everyone consumes fast food. Quick-service restaurant customers in the U.S. span all levels of wealth, income, age and region, according to a new study from Jay Zagorsky (left), an economist and research scientist at Ohio State University, and Patricia Smith, an economics professor at the University of Michigan.

And the researchers found that busy middle-class consumers exhibit one factor that makes them stand out among those who rely on fast food more than others: If they work more hours than typical, they are more likely than average to eat at quick-service restaurants. These are the consumers who have a need for speed and depend on the "fast" in fast food, regardless of their socio-economic status.

The guilty pleasure of enjoying a .fast food meal... is shared across the income spectrum, from rich to poor, with an overwhelming majority of every group reporting having indulged at least once over a nonconsecutive three-week period, said the researchers in their study. But the number of hours spent at work better indicates how frequently fast food is consumed, according to the study.

The Zagorsky-Smith study showed that consumers who routinely read ingredient labels were less likely to turn quick-service restaurants for their meals. "Home food preparation is time intensive, but fast-food consumption is not," Zagorsky and Smith found in their study, titled *The Association Between Socioeconomic Status and Adult Fast-Food Consumption in the U.S.* The study's results were released in April in advance of official publication in November in the journal *"Economics & Human Biology."*

"Fast food's convenience is an important characteristic motivating its demand," the researchers said. "Individuals with more leisure time are consequently more likely to prepare meals at home, while individuals who work longer hours are more likely to eat fast food."

The study found fast-food consumers are more likely to live in central cities and the South, where fast-food outlets tend to be more densely located. They also are more likely to own a car. "In addition, fast-food eaters typically have less leisure time because they are more likely to work and work more hours compared to non-fast-food eaters," the researchers found. "Demographically, fast-food eaters are more likely to be male, younger, black and Hispanic."

Identifying the fast-food consumer

Zagorsky said he and Smith launched their recent study after the Los Angeles City Council in 2008 banned freestanding fast-food restaurants in some poorer neighborhoods in South L.A. "When I read the article about the L.A. ban, I was in the airport, eating a hamburger while I was waiting for my plane to be called," Zagorsky recalled in an interview. "I looked around and said [to myself], these aren't just poor people eating fast food in this airport; this is a cross-section of the United States."

That, he said, got him wondering who actually eats fast food, based on survey data. Zagorsky and Smith tapped into the National Longitudinal Survey of Youth, based on research of 8,000 people in the U.S., to ask them how much fast food they ate over the course of the past seven days at three separate time periods: 2008, 2010 and 2012. The study's three lowest groups included individuals with annual incomes below \$42,800; the middle four groups were those with incomes of \$42,800 to \$105,000; and the top three groups were individuals with incomes \$105,000 and higher.

They found:

- 79% of respondents, across all income brackets, consumed fast food at least once in the given past week.
- 23% ate three or more fast food meals in that time period.
- 81% in the lowest income bracket ate fast food at least once during the study period, compared with 84% of people in the middle-income bracket and 74% in the highest.

The number of fast-food meals consumed in a week is somewhat similar across socio-economic classes as well, Zagorsky said. The survey found respondents in the lowest income bracket ate 3.6 fast-food meals on average over that period, compared with 4.2 in the middle group and 3.0 in the highest bracket.

The survey analysis was paid for by the two researchers' universities and based on National Longitudinal Survey data compiled by the U.S. Labor Department. Zagorsky said the Labor Department added nutritional questions to the NLS surveys to better understand the relationship between health and working.

"People who are not working very much tend not to go to fast-food restaurants," Zagorsky said. "People who are working a lot of hours tend to eat a lot more fast-food meals. There is a relationship." The

reason is clear, Zagorsky said. "If I'm busy, I don't have time to cook. I'm still hungry. I still eat my three meals a day. If I'm walking by some place and they offer me something quickly, I'll stop in."

Nutrition and age factors

Zagorsky and Smith studied obesity and its causes, and part of their research looked at how that affected fast-food consumption. "We found that people that checked ingredient labels frequently really did have lower fast-food intake," Zagorsky said. The researchers also found that those respondents who said they drank less soda also had lower fast-food intake, he said.

While the Zagorsky-Smith study looked at adults, the U.S. Centers for Disease Control and Prevention's National Center for Health Statistics in 2015 published a study that showed U.S. children and adolescents consumed 12.4 percent of their calories at fast-food locations.

"Kids ages 12 to 19 ate twice as many calories from fast-food restaurants as children ages 2 to 11," the study found. "In total, close to 34 percent of children and adolescents from ages 2 to 19 ate fast food on a given day."

A changing marketplace

Traditional quick-service restaurant brands have been seeing growing competition from supermarkets and newer health-oriented concepts, which may be changing the landscape for speedy, convenient prepared food. But Zagorsky said the consumers' workloads continued to be the biggest indicator of how likely they will be to patronize quick-service restaurant brands.

Consumers who put in an extra 100 hours of work each year were associated with about a half percentage point increase in fast-food consumption, Zagorsky said. "From a business point of view," he said, "this study indicates that the income demographics really aren't that important. People across the income and wealth spectrum eat fast food. Staying away from really rich neighborhoods or really poor neighborhoods isn't a good strategy, according to this particular research." The targeted neighborhoods for a strong fast-food business, he added, should probably be those where people work a lot.

This article was edited for content due to space requirements.



TEAM LIPMAN IN PICTURES

We'd like to help you get to know #TeamLipman a little better. 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!



Joanna Ozuna
Accounts Payable
Farm Center- Immokalee, FL



Carlo Laporta
FOB Tomato Sales
Florida

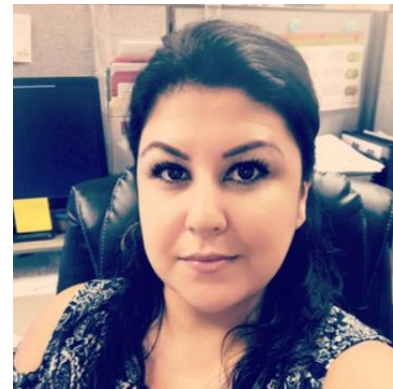


Heather Ross
Sr. Business Analyst
Arkansas



Tony Medrano
Farm Manager
LaBelle, FL

Susie Cerezo
Sales
Glendale, AZ



PRODUCE BAROMETER

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



OCTOBER CALENDAR

All Month

National Pasta Month

Second Week

National School Lunch Week

October 11th

National Food Truck Day

Southern Food Heritage Day

October 12^h

National Farmers Day

Clinton, NC Weather

| Fri Oct 6 | Sat Oct 7 | Sun Oct 8 | Mon Oct 9 | Tue Oct 10 |
|--------------|--------------|--------------|--------------|---------------|
| | | | | |
| 84° F | 84° F | 83° F | 84° F | 85° F |
| 64° F | 69° F | 70° F | 71° F | 73° F |
| NE 5 MPH | E 6 MPH | SSE 5 MPH | SSE 9 MPH | S 6 MPH |
| | Precip 10% | Precip 50% | Precip 30% | Precip 40% |

AN APPLE A DAY

These 7 Numbers Tell You How Healthy You Are...

By: Emily DiNuzzo, www.thisisinsider.com, October 2, 2017

People count everything from calories to steps. But there is one measurement that's constantly counted, addressed, and criticized when it comes to health — a person's weight. Because of the emphasis placed on this digit, people tend to think it's the only one that matters when it comes to your health. And it's not. Your well-being actually comes down to a few different things that registered dietitian Nutritionist Malina Linkas Malkani, creator of the Wholitarian Lifestyle, calls biomarkers. "Following all of the health biomarkers [...] can help determine whether clients are making progress and reaching their nutritional goals," she told INSIDER. Instead of hopping on the scale, you can actively count a few other aspects of your daily life to better measure your health. INSIDER spoke to Malkani and Dr. Nesochi Okeke-Igbokwe, a physician and health and wellness expert, to learn what literally and figuratively counts when it comes to your health. Here's what the experts had to say.

Waist Circumference

Both Malkani and Okeke-Igbokwe measure waist circumference in order to look at the big picture of someone's health. Okeke-Igbokwe said that this number is helpful in assessing the risk of other serious health conditions like stroke, sleep apnea, and heart disease. Malkani also explained that this measurement can tell her more about a patient's potential disease risk than weight. "Waist circumference is an indicator of visceral (or, 'belly') fat, which is the fat that surrounds the internal organs," Malkani said. "Visceral fat is a much more accurate predictor of obesity-related disease risk than overall body fat."

Glasses of water

Malkani prioritizes hydration for her clients, and is concerned that people don't know how much water their body needs. "Staying hydrated is also essential for our overall health and wellness, although it's a common misconception that everyone needs to drink eight glasses of water per day," she said. "A lot of factors go into how much water an individual needs to stay hydrated, like age, gender, activity level and climate, so rather than give my clients a number of cups they should aim for per day, I recommend that they check their urine." She said that the "goal" is to have a pale yellow color or lighter; anything darker is a good indicator that you aren't drinking enough water.

Blood pressure

Okeke-Igbokwe said your blood pressure is another number you should pay close attention to and try to control to maintain your overall health. "When hypertension is uncontrolled, one very serious complication that may arise is atherosclerosis," she said. "Essentially, very high blood pressures may contribute to the damage of important vessels in your body." This can increase the risk of heart attack or stroke, meaning it's crucial to maintain blood pressure within the range of normal. If it's too high that means there is too much resistance inside your arteries, the American Heart Association reports.

Vegetables eaten

When it comes to diet, Malkani looks at the number of fruits and vegetables a person eats each day, as well as the average number of servings of processed foods and high-glycemic foods. According to Harvard Medical School, high-glycemic foods are foods that boost blood sugar. This is often talked about in terms of diabetes, but checking it helps Malkani get a better picture of a person's diet — diabetic or not. She stresses that eating a greater variety will give you the most bang for your buck, nutritionally.

Cholesterol levels

Okeke-Igbokwe doesn't want you to ignore your cholesterol either. Speaking to your doctor about this is highly recommended. "There is clinical significance in knowing what your 'good' and 'bad' cholesterol levels are," she said. "In general, by the time you are about 20, your cholesterol levels should be checked by your physician at least every five years." She reported that this figure could also indicate a high-risk factor for heart disease.

Steps and activity

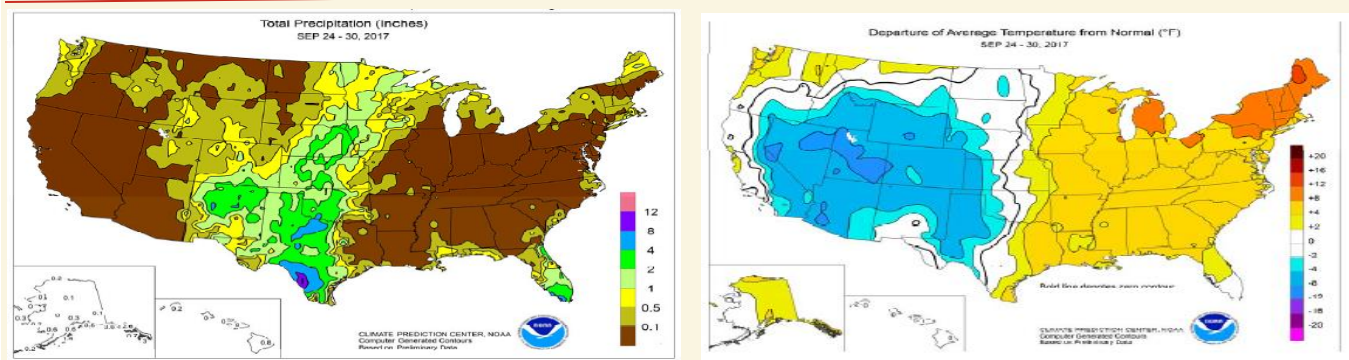
Physical activity is crucial to maintaining strong bones, reducing your risk of type 2 diabetes, and improving your mood, the Centers for Disease Control and Prevention reports. If counting steps motivates you to move more than the thought of going to the gym, then great. You should enjoy whatever exercise you do, and Okeke-Igbokwe suggested incorporating some form of physical activity into your daily routine. "Studies have found a link between exercising at least 30 minutes per day with a reduction in the risk of early death," she said. "When it comes to exercise and physical activity, the goal should really be to remain active as much as possible to really gain some heightened health benefits." As for how many steps you should take, she said that the number varies depending on your level of physical activity, but a good sign is if the amount you take allows you to break a sweat.

Hours spent sleeping

Okeke-Igbokwe recommended people aim for eight to nine hours every night. The National Sleep Foundation, however, recommends seven to nine for adults over 18. "If you are able to achieve this amount of sleep you lower your risk of several chronic medical conditions," Okeke-Igbokwe said. "Sleep deprivation has been linked to hypertension, diabetes, and even heart disease." The Guardian even reported that the shorter you sleep, the shorter your life. And the research from the Center for Human Sleep Science at the University of California, Berkeley, backs this claim up.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

Falling for Produce

By: Natalie Taylor, www.groceryheadquarters.com, October 2, 2017

With autumn upon us, retailers are getting in the season's spirit by primping their stores with colorful pumpkins and gourds galore. But there's more to this time of year than just hay bales, corn stalks and jack-o-lanterns. The arrival of autumn marks a new school year and football kickoff, as well as the start of the holiday season. Retailers can leverage these occasions and create enticing displays, cross-merchandise with other products and offer limited-time promotions to boost sales and margin in the produce department.

After the peak spring and summer seasons, produce sales typically dip in the fall. For instance, orange sales last year were 29 percent lower in October compared to the average week, and strawberries fared even worse at 34 percent lower in the same time frame, according to Nielsen FreshFacts, Total U.S., 2016. "But not all produce goes out of season in the fall," says Meagan Nelson, associate client director at New York-based Nielsen Fresh.

Several items reach their prime in September and October, she adds, including apples and cactus pears – with last year's sales 16 percent and 113 percent higher, respectively, in October compared to the average week – as well as winter squash and turnip greens – with sales 52 percent and 96 percent respectively higher in November compared to the average week. To no surprise, pumpkins outshine the entire category in the fall season; last year's sales, per Nielsen Fresh Facts, were a whopping 785 percent higher in October compared to the average week.

A Flare for Festivity

Retailers can capitalize on consumers' pumpkin obsession by featuring a variety of shapes, sizes and colors in eye-catching displays. Arranging pumpkins and seasonal produce among wooden crates, hay bales, acorns and other fall ornaments helps build shopper excitement and inspire seasonal sales. While apples, squash and sweet potatoes are obvious contenders, cranberries are another fall-time favorite. "Retailers can display fall produce like fresh cranberries near other seasonal items to maximize sales and profit potential," says Michelle Hogan, executive director at the Cranberry Marketing Committee, based in Wareham, Mass. "Featuring them in rustic wooden crates connects the fruit with the farms they come from, and placing them near seasonal items, like pumpkins or cornucopia, reinforces cranberries' place with those holidays."

Cross-merchandising is key when it comes to seasonal produce. Other items such as cheese, chips and produce dips like caramel can help shoppers envision a total fall occasion. But while displaying cranberries with other ingredients for back-to-school snacks, Halloween treats and Thanksgiving meals can inspire impulse sales, Hogan says, retailers can go even further by offering DIY instruction cards for creating holiday centerpieces with store-bought floral arrangements or glass candle holders.

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| <p>MARK YOUR CALENDAR PACK YOUR BAGS!</p> <p>October 19-21, 2017 PMA Fresh Summit Convention & Expo Ernest N. Morial Convention Center New Orleans, LA www.pma.com/events/freshsummit Join Team Lipman at Booth #219!</p> <p>April 9-11, 2018 Restaurant Franchising & Innovation Summit Omni Louisville Hotel Louisville, KY www.franchisinginnovation.com</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> |