



MARKET UPDATE

Round Tomatoes: Eastern tomato production continues to be light, more from heat than anything else. TN and NC growing areas have experienced prolonged periods of record temperatures over the past month which has affected yields. VA started back this week with small fruit, but should move into more retail-sized product next week. These crops will provide light to moderate supply for at least the next few weeks. Although VA farms received a couple inches of rain from the outer bands of Dorian, the quality from the first Fall plantings looks promising. In the West, CA farms continue to provide a mostly steady stream of mature greens. Quality is okay, as they too are battling with the heat's effects on the fruit and plants. Packers are watching closely for scarring, shape and shoulder issues. Eastern Mexico and Baja producers have moderate supplies of vine-ripes crossing, with stronger numbers on larger sizes.

Roma Tomatoes: Eastern roma production is minimal this week. TN and NC growers have been sporadic with volume, but most have pallet rather than truckload quantities. This shifts the focus to the West, where there is more volume. Although numbers have been light to moderate for the past few weeks, Eastern Mexico is beginning to see increases and Baja will follow in a few weeks as Fall acreage comes online. Northern CA farms expect to provide consistent numbers for the next few weeks, but there is a mixture of quality as some farms have been hit harder with heat than others.

Grape Tomatoes: With most of the TN and NC growers having only pallet quantities to offer, Eastern markets are looking to VA and the West for grape tomatoes. VA skated by Dorian with only a few inches of rain and expects to have consistent volumes for the next 2-3 weeks before the seasonal decline begins. Quality has held up nicely, despite the rain. In the West, Mexico is starting to have a bit more supply, although availability still remains light. Look for more volume to come in the next few weeks as farms work through seasonal transitions.

Bell Peppers: Bell pepper supply continues to be plentiful in the East as Canada, MI, SC, NJ, VA, TN and others have product to offer. With temperatures starting to fall in MI, we may see this major production area slow down. But there's more than enough from other areas to meet demand and GA will also come online in the next 10-14 days. The West also has more than ample supply of green bells. With several CA areas in production and Baja trickling some fruit across the border, there's plenty of pepper around. Some areas are heavier to certain sizes and grades but between them all, they can more than cover demand.

Cucumbers: With a few growers having started new crops, Baja's cucumber volume remains pretty consistent and quality remains strong. Mainland growers project to begin harvesting during the first week of October, which will help meet demand as local deals start to play out for the season. The East has plenty of its own product, as MI, OH, NY, NJ, NC, and now GA all have cucs available. Eastern NC has worked through any storm-damaged fruit and is back in more normal production with mostly good quality.

Summer Squash: Both yellow and zucchini are available in good supply throughout the country this week. All the usual Eastern deals in NJ, MI, NC, SC, TN, OH, PA and VA have been joined by GA now and look to have strong supply for the next few weeks, pending any significant weather. The West has good volume coming out of Santa Maria this week as growers move into their last new plantings of the season. There's still a few squash in Fresno and Salinas, but look for Western production to transition to Baja and Mainland Mexico toward the end of the month.

Eggplant: Eggplant is also in a good supply situation this week. CA's Central Valley is plugging along as the weather cools down a bit, providing better supply on 24ct than 18ct fruit. We're already seeing Mexican product in Nogales so the Fall transition looks to be a smooth one in the West. Eastern farms in MI, NC, SC, GA, etc. have more than enough product to

meet market needs and quality is good from most areas.

Chili Peppers: With multiple production areas in play, Mexico continues to have steady volumes on most chili pepper items. Los Mochis is seeing mixed sizing on tomatillos, smaller than normal serranos, and some shelf-life issues on the thinner-walled chilies, but should see improvements in 10 days when new blocks get started. CA's Santa Maria area will continue to add to the mix until first frost or quality declines, whichever comes first. The East has a consistent supply out of MI and continues to see fruit from various local deals.

Organic Squash: CA and the Northwest have very little organic yellow squash to offer this week, but zucchini supply is more favorable. The story is similar in Baja, although they will see more fruit as they move into Fall crops. CA and the NW will begin to wind down over the next few weeks. In the East, the remaining local deals in KY and VA have moved into their final plantings of the season and hope to continue for another few weeks. GA now has organic squashes available and the quality has been pretty nice so far.

Organic Cucumbers: Both the NW and Baja are into good volume on organic cucumbers this week. Eastern production is somewhat limited from local deals, as only a few remain in the cuc fields. However, GA now has product to ship which helps to fill the gap in Eastern supply.

Organic Green Bells: CA, OR and WA continue to offer consistent volumes on organic bells, which should hold the West over until Baja gets up and running in a few weeks. There are a few scattered programs in the East with organic bells, but GA hasn't started up with any yet.

Colored Bell Peppers: With Western Canada in a flush this week, Eastern Canada back into regular volumes, and Mexico bringing more fruit across the border, colored bell pepper supply has improved over previous weeks. Eastern Canada had been dealing with small sizing, but that looks to improve next week.

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Did you know that On the Horizon is posted each week on our website? Visit www.lipmanfamilyfarms.com and click on the "Latest" tab to view past issues.

NEWS IN THE GROCERY TRADE

Report Shows How Grocers Can Attract Affluent Shoppers

By: Gina Acosta, www.progressivegrocer.com, September 9, 2019

Grocers looking to leverage the opportunity in attracting affluent food shoppers should be following four key strategies, according to a new report.

The market research report "Affluent Food Shoppers," by Rockville, Md.-based market research company Packaged Facts, identifies four key ways that U.S. grocers can better attract and meet the needs of this important consumer segment (around 42 million people with household incomes of \$150,000 or more):

Reflect the Values of the Natural Channel: Whether they actually shop in natural food stores, affluent food shoppers clearly reflect the food culture of the natural channel. This means that grocers interested in expanding their affluent shopper base need to promote values such as Fair Trade, local sourcing, sustainably grown products, humane treatment of animals, and clean labeling. It also means carrying brands that align with the mindset of affluent food shoppers. For example, brands meeting the expectations of affluent food shoppers often have a philanthropic image and frequently characterize their ingredients and products with terms such as "honest," "authentic," "trusted," "finest," "freshest," "natural," "pure," "real" and "safe."

Carry a Wide Range of Organic Fresh, Refrigerated and Frozen Foods: Since affluent food shoppers are far more likely to buy organic fresh and frozen foods, stores need to provide a full range of options in this category. For example, data featured in the report reveals that affluent food shoppers are 40% more likely than food shoppers on average, and even more likely than non-affluent food shoppers, to use organic meat or poultry and frozen foods.

Give Affluent Food Shoppers More of the Center Store Products They Want: In many ways, affluent food shoppers are just as likely as food shoppers on average to use a wide variety of condiments such as ketchup, mustard, dry-mix salad dressing, marinades and spaghetti/pasta sauce. A number of shelf-stable packaged foods are much less likely to gain the attention of affluent food shoppers, such as packaged instant potatoes, canned chili, shelf-to-microwave dinners and canned spaghetti. However, affluent food shoppers are just as likely as food shoppers on average to buy items such as packaged pasta, rice and rice dishes, canned or packaged soup, cold and hot breakfast cereals, and canned tomatoes.

Still, grocers need to respond to the fact that the center store choices of affluent food shoppers stand apart in two ways. First, when affluent food shoppers do buy shelf-stable foods, they have a high propensity to select brands other than popular national brands. Many of these are likely to be those often found in stores in the natural channel. Moreover, they're much more prone to use a wide range of organic shelf-stable foods. For example, affluent food shoppers are 25% more likely to use organic breakfast cereal and 34% more likely to use organic pasta.

Take Steps to Improve Foodservice Options: Grocery stores face stiff competition for affluent food shopper dollars from restaurants and meal delivery services. Affluent food shoppers are far more likely than their non-affluent counterparts to agree with the statement "I often go out to eat because my life is too hectic to put a meal on the table every night," or to have ever used a restaurant meal delivery service such as Grubhub or Uber Eats. Highly affluent food shoppers are especially likely to avoid cooking at home and shopping.

Yet data indicates that affluent food shoppers currently exhibit relatively lukewarm interest in the prepared food choices they currently find in their supermarkets and grocery stores. Affluent food shoppers are somewhat less likely than their non-affluent counterparts to agree that they often eat store-made meals. Likewise, affluent food shoppers are somewhat less likely to buy prepackaged store-made meals, although they are somewhat more likely to use in-store cafes.

The Packaged Facts report focused on the food-shopping and -buying patterns of affluent food shoppers, who are defined as those with a household income of \$150,000 or more. Affluent food shoppers are further segmented into mass affluent food shoppers, with a household income of \$150,000-\$249,999, and highly affluent food shoppers, with an income of \$250,000 or more.

This article has been edited for content and space. To view the entire article, please go to <https://www.progressivegrocer.com/report-shows-how-grocers-can-attract-affluent-shoppers>



TRANSPORTATION FACTS

*The national diesel average is down \$.01 this week, moving from \$2.98 to \$2.97 per gallon.

* The average price for a gallon of diesel is \$.29 less than the same time last year.

* The Gulf Coast and Rocky Mountain zones reported slight price increases (of less than \$.01), while all other regions came in with pricing just below last week's.

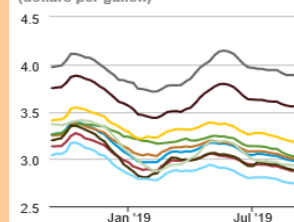
*As usual, California's price charts the highest at \$3.88 per gallon while the Gulf Coast remains the low-price leader at \$2.75 per gallon.

*The WTI Crude Oil price dropped 0.9% since last week, moving from \$56.26 to \$55.75 per barrel.

* Transportation is readily available at most active shipping points in the country although there are slight shortages reported from the Eastern Shore, NC, IN, IL, and ID.

On-Highway Diesel Fuel Prices

(dollars per gallon)



U.S. East Coast
New England Central Atlantic
Lower Atlantic Midwest
Gulf Coast Rocky Mountain
West Coast California

Source: Energy Information Administration



FRESH CUT FOCUS

Diced Jalapenos

Contributed By: Johnathan Maldonado, Manager of Innovation/Product Development- Lipman Dallas, TX

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.

Because our fresh cut products are so versatile in both foodservice and retail applications, we'd like to share some of our ideas on how they can be incorporated into your operation. This week, we're featuring our fresh-cut jalapenos. 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.



Korean-style loaded kimchi fries with diced jalapenos and sliced fresas with black sesame seeds



Avocado chicken salad with diced tomatoes, lime, cilantro, and diced jalapenos



Jalapeno cream cheese burger with diced jalapenos



Cast iron skillet, diced jalapeno white cheddar and bacon mac n' cheese

Diced Jalapenos

INGREDIENTS:

- Diced Jalapeno

MENU APPLICATIONS:

- Great topping for appetizers and pasta dishes
- Adds nice heat to classic dishes like chicken salad or potato salad
- Mix with cheeses or spreads to stuff meats or to serve as a dip
- Kicks up mac n' cheese or other classic pasta dishes

KIT VERSATILITY:

- Foodservice items
- Behind the glass deli
- National accounts

PRODUCE BAROMETER

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



SEPTEMBER CALENDAR

September 15th- October 15th

Hispanic Heritage Month

September 15th-21st

National Farm & Ranch Safety and Health Week

September 16th

National Guacamole Day

September 18th

National Cheeseburger Day

September 19th

National Teach Ag Day

Clinton, NC Weather

Fri Sep 13	Sat Sep 14	Sun Sep 15	Mon Sep 16	Tue Sep 17
87°F	85°F	87°F	87°F	87°F
71°F	73°F	73°F	73°F	72°F
NW 10 MPH	NE 7 MPH	ENE 5 MPH	NE 5 MPH	NNE 6 MPH
Precip 40%	Precip 40%	Precip 40%	Precip 40%	Precip 20%

RESTAURANT INDUSTRY NEWS

Gen Z Key to Traffic Growth as Older Diners Cut Back

By: Fern Glazer, www.nrn.com, September 5, 2019

If restaurant industry traffic turns positive again anytime soon, restaurants will likely have Generation Z to thank, according to research from The NPD Group.

Gen Z is tech-savvy and socially conscious — and loves to dine out. In fact, these consumers, born from 1995 to 2012, made 11 billion restaurant visits to restaurants in the year ended July 2019, and now represents 24 percent of total foodservice traffic. They are also the strongest users of fast-casual restaurants. “Gen Z represents a lot of hope for the restaurant industry,” said David Portalatin, vice president food industry analyst for Port Washington, N.Y.-based NPD. “They are more important to the foodservice industry than other users. [They] are using restaurants at a rate that previous generations did not.”

As Gen Z consumers emerge into adulthood — the oldest of them will turn 23 this year — they are on track to becoming a more prominent influence on foodservice than older generations, according to NPD. Millennials, meanwhile, are continuing to pull back on restaurant visits. Baby boomers, too, are using restaurants less, and that trend is expected to continue as the demographic ages and gradually represents a smaller share of the population.

Food is a big part of Gen Z consumers’ social lives, NPD found: They talk about, celebrate and entertain with food. They value food not only for how it tastes — preferring diverse, bold flavors — but also the functionality it serves and the nutrition it can deliver. As with Millennials, this is a group that demands “authenticity.” However, Gen Z has broadened that term to include not only “clean” and “fresh” food, but also honesty of the brand experience, NPD research shows.

Operators interested in promoting authenticity to this group should be prepared to back up their claims, Portalatin said. “This is group that has so much information in the palm of their hand that they’ve developed a keen sensor for B.S.,” he said. “They are skeptical, pragmatic — a little more, ‘Prove it to me’.”

The smartphone is the preferred mode through which Gen Z engages. Regular users of restaurant apps and delivery, they are a driving force behind digital ordering, NPD found. In the year ending July 2019, carryout orders placed by text, mobile or Internet increased by 35 percent and digital orders for delivery rose by 22 percent.

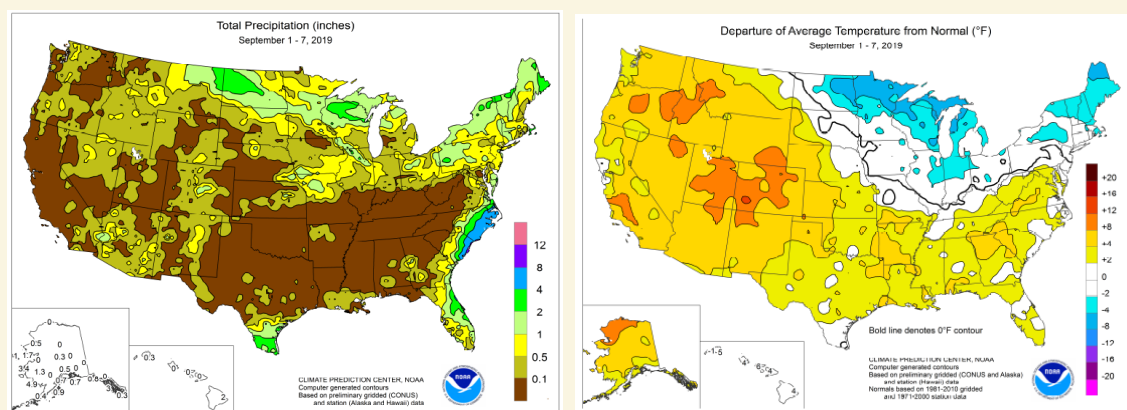
And not surprisingly, social media strategy is a key channel through which brands are engaging these hyper-connected fans.

Raised in the on-demand world, Gen Z’s idea of where to work, when and where to eat and what constitutes a meal is very different, much more fluid, than previous generations, NPD found. Menus that offer the ability to control portion and price point are key, according to Portalatin. “That’s how you create flexibility,” he said.

This article has been edited for content and space. To read the entire selection, please visit: <https://www.nrn.com/consumer-trends/gen-z-key-traffic-growth-older-diners-cut-back?>

NATIONAL WEATHER SPOTLIGHT

Last Week’s Precipitation Totals and Average Temperature Deviations



KEEP YOUR EYE ON THE CONSUMER

How Campus Dining is Helping Change Culinary Practices

By: Amy Myrdal Miller, www.producebusiness.com, September 56 2019

What will the next generation of restaurant diners request or demand? Campus dining professionals have insights that are influencing the restaurant industry's focus on the future. Produce is perfectly positioned to take center stage and be a powerful player.

Chef Martin Breslin, director for culinary operations at Harvard University Dining Services, talked extensively at the recent CIA-Harvard Menus of Change Summit about his use of a new dark green leafy vegetable called Mankai in cafes at the Harvard School of Public Health and the Kennedy School. "Our School of Public Health students are definitely interested in health, but they also want quick grab-and-go options," he said. "We started by offering a variety of Mankai smoothies, and then we created a new vegetable burger. We'll be rolling out other new menu items with Mankai across our campus operations this fall." Breslin went on to note, "Across all campuses student interest in healthier, plant-based menu items is driving much of our culinary innovation today."

What does a "plant-based meal" mean? According to Datassential research, one-third of consumers say that it contains some meat but is plant-focused, while 30% say it's vegetarian, and 29% say it is vegan. Demand for plant-based or plant-forward menu items is increasing across the food system as more and more consumers shift to less meat and more vegetables. Consumer research from Datassential shows that while only 7% of the general population are meat avoiders, 22% are meat limiters, meaning they are consciously limiting their meat and poultry consumption while striving to eat more vegetables. In fact, consumers report their No. 1 strategy for reducing animal protein consumption is to simply eat more vegetables.

On college campuses, the number of diners who choose to follow vegetarian and vegan eating patterns skews higher, and campus dining professionals are using a variety of strategies and products to meet the demands of their customers. "Offering a salad bar is not enough," says Rafi Taherian, associate vice president of Yale Hospitality, which serves more than 3.1 million meals annually. "We have to meet our students' demand for authentic, delicious foods and flavors. We are focusing our menu development on Mediterranean cuisine. Doing so has increased our produce purchases by more than 68,000 pounds between the 2016-17 school year and 2018-19."

"We are developing more bowl recipes as a way to deliver more plant-forward meals to our campus dining accounts," says Lisa Feldman, director of recipe management for Sodexo and chair of the CIA Healthy Menus R&D Collaborative Plant-Forward Working Group. "We focus on global cuisines, regional flavor profiles and putting as much produce as possible in the bowl," she says. "We tested a Mango Barbecue Tofu Bowl in Hawaii this spring. Students loved the mango and were very enthusiastic about tofu as the main protein source. Most of our bowl recipes use very little meat or poultry —about 2-3 ounces cooked. We use produce to add appealing colors, textures and flavors."

"We love partnering with produce suppliers to showcase new ways to use familiar ingredients," says Ken Toong, executive director of auxiliary enterprises at the University of Massachusetts-Amherst, which serves more than 8 million meals a year. Ken and his team host an annual Flavors of the World event each June, where they bring in suppliers and chefs to inspire the next round of menu innovation in their operation.

"We have a new culinary lead on our team, Chef Alex Ong, who is taking inspiration from various partners and creating healthy, delicious food, our students love," says Toong. "Our students not only want delicious food, they want healthy food. We do this by focusing on sustainable sourcing, smaller portions, abundant produce and world cuisines." Toong's last comment is a wonderful summary of the many trends being led by campus dining operations today that are changing our food system in ways that will benefit the produce industry.

This article has been edited for space and content. To view the entire article, please go to www.producebusiness.com/campus-dining-changing-culinary-practices

<p>MARK YOUR CALENDAR & PACK YOUR BAGS!</p> <p>September 18-19, 2019 NEPC Produce, Floral & Food Service EXPO Hynes Convention Center Boston, MA www.newenglandproducecouncil.com</p> <p>October 17-19, 2019 PMA Fresh Summit Convention & Expo Anaheim Convention Center Anaheim, CA www.pma.com/events/freshsummit Lipman will be there! Come see us at booth 2854!</p>	<p>CREATED BY LIPMAN FOR OUR VALUED CUSTOMERS</p> <p>Learn more about us @ www.lipmanfamilyfarms.com www.suntasticfresh.com</p> <p>Follow us on social media</p> <div> </div> <p>Questions or comments about the newsletter? Contact: joanna.hazel@lipmanfamilyfarms.com</p>