



MARKET UPDATE

Hurricane Irma Update: This powerful storm will no doubt affect Eastern tomato and vegetable production significantly from mid-October through November. Some South Florida farms had crops in the ground, but the majority of Winter tomato & veg acreage had yet to be planted. Future plantings will be delayed by as much as a few weeks as the storm caused a loss of land prep and infrastructure, but much of South Florida should be back in business in December. Northern and mid-Florida farms also experienced some serious wind and rain. Plant health is still being evaluated, but we do expect to see some product from this region even if it is significantly less than anticipated for the month of October. Reports from Georgia and North Florida are varied. At a minimum, reduced yields and quality concerns are expected in Fall crops.

Tomatoes: Tomato volume is light and spread out in the East. Northern production is winding down while TN, NC, and SC will work through rain-affected Fall plantings until first frost. Virginia has started back into Fall crops with light volumes and anticipates light to moderate numbers on rounds into October. Grape tomatoes have tightened up quickly, as Virginia is on the downhill side of the season and other production areas have been working around and with rain. Overall quality and consistency are sporadic.

California mature green growers were hampered by rain, leaving only a few to harvest this week. Overall crop size, consistency and quality have been affected by the previous extreme heat, but farms are expected to continue harvests of rounds and romas well into and/or through October. New fields and growers are starting vine-ripe production in Eastern Mexico and Baja with more to come onboard in the coming weeks. Volume has been light to moderate as these areas work through crop transitions. Grape tomato volumes are light in Eastern and Central Mexico due to

rain, but are starting to rebound in Baja. Mexico's fruit quality has been good, with decent sizing options available.

Bell Peppers: Eastern markets still have bell peppers available in multiple areas, although things are beginning to tighten up a bit. Unseasonably cool weather in MI, NJ, and other northern states have slowed production as they hit the home stretch of the season. There's still product coming from a number of the more southern states (TN, NC, SC, VA, KY) with a variety of quality. Fall plantings are expected to begin in South Carolina in the next 7-10 days and from Georgia in 2-3 weeks. Early reports out of Georgia indicate that there is some crop damage from the hurricane, but the extent is still being assessed. In the West, California growing areas have hit their stride with good numbers and quality coming out of Oxnard, Stockton, and Gilroy.

Cucumbers: Baja's cucumber volume is steady but light this week. New fields are expected to start within the next 7 days with volume building over the next few weeks. Quality has been very nice. Availability continues to be very tight in the East. Northern deals are winding down quickly and a number of local deals further south have already called it quits ahead of schedule. There is production in Eastern North Carolina and Virginia but that volume is minimal compared to overall market needs. Georgia farms have shipped light volumes this week, but crops have weathered the storm and overall volume is expected to be down significantly for the Fall season. Stay tuned as more information comes from this area and North Florida.

Summer Squash: There is a mixture of older Summer crops and Fall squash plantings being harvested in the East but not a lot of volume in any specific area. Cooler weather is slowing Northern production, which is expected to wrap up in the next two

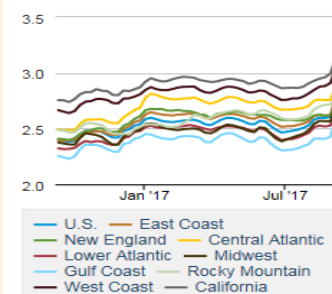
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TRANSPORTATION FACTS

- * The National Diesel Average continues to climb this week, moving from \$2.76 to \$2.80 per gallon.
- * The average price for a gallon of diesel fuel is \$.40 higher than the same time last year.
- * Prices increased in all reporting areas with the most significant adjustment coming from the West Coast (up \$.08).
- * California remains the high price leader for diesel fuel at \$3.18 while the Gulf Coast region continues to offer the best bargain at \$2.65 per gallon.
- * The WTI Crude Oil price fell 1.9% this week, moving from \$49.16 to \$48.23 per barrel.
- * Hurricane impacts and relief efforts have created transportation challenges in the Eastern US and Texas. However, California shipping areas and Mexico crossing points report adequate numbers of trucks.

On-Highway Diesel Fuel Prices

(dollars per gallon)



eia Source: Energy Information Administration

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AN APPLE A DAY

5 Nutrients to Improve Your Kid's Brain Health

By: Aleisha Feters, www.usnews.com, September 8, 2017

Your child's report card hinges on more than study skills, classroom participation and math tutors. It also depends on breakfast, lunch and dinner ... and the right snacks never hurt.

After all, when children reach school age, the impact of nutrition on cognitive performance becomes arguably as clear as it ever will, says Matt Kuchan, discovery scientist and global lead for the partnership between health care company Abbott and the Center for Nutrition Learning and Memory at the University of Illinois. After all, the nutrients your child eats play a huge role in establishing the brain's neural connections, cell signaling and structure – with the right foods potentially resulting in everything from easier learning to improved test scores.

So what nutrients do you need to include in your kid's lunchbox this school year? Here, experts dig into five of the most important nutrients for childhood cognitive health and performance – as well as the best ways to get your kids to actually eat (and even like) the foods that pack them.

1. Lutein and Zeaxanthin

Technically two different nutrients, both lutein and zeaxanthin are carotenoids (plant pigments with strong antioxidant properties) that have been found to support memory, improve processing speed and efficiency and perhaps even impact academic performance – especially when consumed together, Kuchan says. For example, one study from the Center for Nutrition Learning and Memory found that increasing intake of lutein and zeaxanthin significantly improves young adults' visual processing speeds.

The best sources for kids: While dark green leafy vegetables such as spinach and kale are great sources of lutein, they aren't always the most palatable to children. Try integrating them into fan favorites like baked spaghetti. Fortunately, tomatoes are rich in lutein, too. Meanwhile, eggs, corn, kiwi, grapes, oranges and zucchini pack plenty of both lutein and zeaxanthin. Make produce fun with zucchini noodles called zoodles, frozen grapes and chocolate-covered orange slices.

2. Unsaturated Fats

Fun fact: The human brain is 60 percent fat, which explains why healthy intakes of fat, especially unsaturated or "good" fat, is beneficial for cognitive development and performance during

all phases of life, childhood included, says District of Columbia-based dietitian Elana Natker. For example, in one 2016 study out of Sweden, taking supplements with omega-3 and omega-6 fatty acids significantly improved children's reading skills, with the greatest results in those with attention difficulties. So powerful are these polyunsaturated fatty acids at increasing focus that some experts recommend them as a drug-free alternative for children and adolescents with attention deficit hyperactivity disorder.

The best sources for kids: Nuts, seeds, avocado and olive oil are all great sources of unsaturated fat. But, unfortunately, the omega-3 fatty acid DHA, which is a main structural component in the human brain, is also one of the hardest to come by, Natker says. Traditionally, DHA-rich food options have started and ended with fatty fish such as salmon and tuna (introduce it early and often to help your child develop a taste for it). However, many food manufacturers are now fortifying eggs, milk and dairy products with the important nutrient, she says. Look for "DHA-fortified" on the label.

3. Anthocyanins

"Emerging research suggests that certain polyphenols, such as anthocyanins, the nutrient behind the purple and blue pigment in fruits and vegetables, may support brain health," Natker says. For instance, a 2017 study published in the European Journal of Nutrition found that healthy college-aged males who drank 100 percent grape juice prior to undergoing attention-based cognitive tests performed better compared to those who drank a placebo with the same amount of sugar, but without all of the anthocyanins. The verdict is still out on how much this is due to anthocyanins' antioxidant properties and how much comes down to their ability to promote blood flow, including to the brain, Natker says.

The best sources for kids: Grapes and blueberries are two great bite-sized brain foods for kids. While fruit juice – especially 100 percent fruit juice – can help deliver vitamins and minerals, it's important to remember that one glass contains all of the sugar of handfuls and handfuls of fruit, but without all of the blood sugar-stabilizing fiber of that fruit. To prevent sugar crashes (and the brain fog that goes with it), be sure to pair fruit juice with a solid

4. Choline

A precursor to several neurotransmitters that allow for peak cognitive processing, choline is vital to cognitive development and memory function, explains Natker, noting that choline will soon be included on the nutrition facts panel. Research has long showed that women's choline levels during pregnancy significantly affect their children's future cognitive health, but research in the American Journal of Clinical Nutrition suggests that, in children as old as age 5, choline supplementation may still improve cognitive function. More studies are currently underway.

The best sources for kids: While both beans and organ meats are good sources, eggs contain even more of the nutrient and are more kid-friendly. Serve them for breakfast in place of sugary cereals. Bonus: They'll keep your kids' bellies full and energy levels up clear until lunchtime, Natker says.

5. Vitamin E

"Vitamin E is found in parts of the brain that are linked to memory, vision, hearing, language development and even complex learning," Kuchan says. "It is one of the most powerful antioxidant nutrients, and it has been shown to work as a complement to lutein in protecting DHA, which is an omega-3 fatty acid vital for cognitive function."

The best sources for kids: Eggs, sunflower seeds, almonds, hazelnuts, peanuts and broccoli are all great sources of vitamin E, Kuchan says. If you're into reading food labels, look for "d-alpha-tocopherol" or "rrr-a-tocopherol." Both are code words for natural vitamin E, which the brain prefers over synthetic vitamin E, he says.



CROP UPDATE CONTINUED...

Summer Squash (continued): weeks. There are also some local deals in TN, KY, VA, and the Carolinas but overall volume is light and quality has been affected by rain in many of these areas. Georgia farms had begun light production before the storm hit and has shipped some product this week. However, we do expect to see quality concerns on any fruit coming from this area. As is the norm, there is more zucchini than yellow in the pipeline. In the West, California growing areas have hit some bumps in production, but expect to have limited but steady supply into early/mid-October. Mexico is on the verge of starting and should begin to cross fruit in Nogales sometime this weekend or early next week.

Eggplant: Cooler temperatures and slower days have slowed eggplant production in the East, but light demand has kept things fairly steady. Product is available in MI, NC, SC, NJ and a few other local deals. Georgia has started with its early Fall crop, but we could see that supply run out quickly as storm and weather effects take a toll. The West still has good production from Fresno and Stockton, with a limited amount coming in from Baja also. California crops are expected to go through October while Baja will finish in the next 7-14 days. Quality is best from Fresno, as other production areas have challenged fruit.

Hard Squash: The East is holding its own with hard squash for now, with harvests in MI, NJ, KY, NY and PA coming to market. Supply has been steady and, for the most part, quality has been acceptable. The West has begun to see a little more supply from the Stockton/Sacramento area as well as from the Northwest. Quality has been hit and miss, but the overall market is more relaxed than it has been.

Chili Peppers: Although most of the local deals in the East have dwindled, Michigan continues to have decent production on the full line of chili peppers. Overall quality is just average and cooler weather will begin to slow things down soon. In the West, Santa Maria will begin its decline in production through the month of October. Quality remains nice, but volumes are hit and miss. Baja is still experiencing issues as weather continues to haunt them. Quality is varied and volumes are sporadic. Mainland Mexico has been crossing nice-quality chilies but transportation costs from the more southern areas are a factor.

PRODUCE BAROMETER

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



SEPTEMBER CALENDAR

All Month

National Courtesy Month

Third Week

National Farm Safety & Health Week

September 16th

National Guacamole Day

September 19th

National IT Professionals Day

Clinton, NC Weather

Fri Sep 15	Sat Sep 16	Sun Sep 17	Mon Sep 18	Tue Sep 19
86° F	86° F	82° F	82° F	82° F
72° F	70° F	68° F	68° F	70° F
W 2 MPH	N 3 MPH	N 7 MPH	N 8 MPH	NNW 6 MPH

RESTAURANT INDUSTRY NEWS

3 Tips for Serving Millennial Customers

By: Niall Keane, www.fastcasual.com, September 11, 2017

With every new generation comes a new breed of workers and consumers with unique habits, trends and preferences that often contradict that of the generations preceding them. Millennials, however, are shattering and reshaping traditional workplace and consumer habits. Millennials recently became the largest generation in the workforce with over 53 million workers, ushering society into an unprecedented future. They account for \$2.45 trillion in spending, and spend an average of 10.6 percent more at restaurants than any other generation.

With an attachment to technology and mobile phones from young ages, millennials are more tech-orientated than any generation before them. Millennials are rapidly reshaping the consumer environment for restaurants. Not only have their preferences and priorities changed, but also the way in which they want to order and be served is completely different as well. Partially because of this shift, restaurants are facing customer turnover in millennials, as they are very willing to try new places, but keeping them coming back requires a lot more effort. Here are some tips on how to get and keep these millennials coming back to you:

1. Add creativity and customization

With the success of fast casual chains such as Chipotle and Blaze Pizza, it is easy to see just how important inclusion in the creative process and customization is for millennials. Everyone has different preferences, so if your customers can feel like the sous chef for their meal, they will automatically think highly of their creation. In addition, millennials actively pursue new foods and experiences, so creating and promoting new menu items on a regular basis will encourage these dynamic individuals to come back.

2. Utilize technology to enlist loyalists

To increase customer loyalty, you must acknowledge the tech savvy nature of this group. Studies show that 39 percent of millennials have already used technology to order food from restaurants, so having options for mobile ordering, pickup and delivery resonates well with this generation of convenience oriented people. According to Technomic, a consulting firm for the food industry, food delivery could become a \$3 to \$5 billion market in the next decade. There is also a new level of interconnectivity that allows all consumers to easily see what others thought of your food and service through services such as Yelp, Google Reviews and more. Instead of fighting or ignoring these services, embrace them with the highest quality service and open your ears to customer wants and needs.

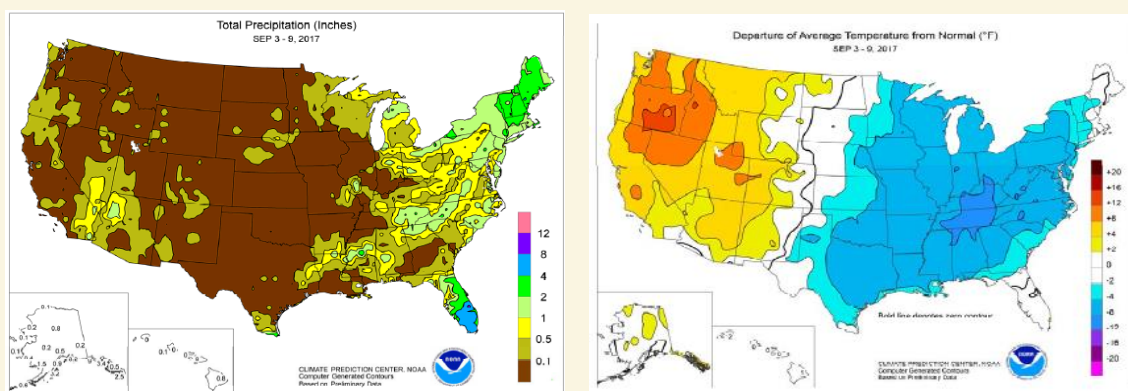
3. They care about food quality

Millennials are demanding more than just healthy alternatives on your menu. These individuals want to know where their food and ingredients are coming from, with preferences about locally grown, organic products free of preservatives, artificial flavoring, and GMOs. Beyond this, they prefer food that comes from ethical and sustainable sources, such as farms with cage-free chickens or grass-fed cows. Millennial customers want to feel good about what they're eating, so if you supply menu items with these whole foods standards, they will be willing to pay the difference and be more likely to return as a customer.

Restaurants need to make changes to account for the ever-growing presence of millennials in the workforce and consumer environment. With over \$200 billion in buying power at restaurants, you'll want these consumers to keep coming through your doors. With the right mindset and company mission, these millennials could just become your loyal customers and workforce for years to come.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



LIPMAN IN THE COMMUNITY

Hurricane Irma Relief Efforts

Lipman was thankful to help facilitate Hurricane Irma relief efforts from the God's Pit Crew Crisis Response Team in Immokalee, FL this week. Their team, our staff, and some great volunteers distributed three trailer loads of goods on Wednesday to people in an area that greatly needed it. The goods included, water, cleaning supplies, toilet paper, dog and cat food, canned goods, toiletries, and a five gallon bucket filled with essentials for every family. There's more to come, as they expect to deliver a total of four more trailers full of relief goods in the next few days. A heartfelt thank you to this great organization that is helping us help our community! www.godspitcrew.com



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MARK YOUR CALENDAR PACK YOUR BAGS!

September 28-30, 2017

SEPC's Southern Innovations Organics & Foodservice Expo

Westin Hilton Head Island Resort
Hilton Head Island, SC

www.seproducecouncil.com

Lipman will be at Booth 109- stop and see us!

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!

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