



## MARKET UPDATE

**Tomatoes:** Although tomato growers in Tennessee and the Carolinas are in seasonal decline, light volumes are expected to continue from these areas until first frost. (It can vary significantly, but first frost generally occurs around October 15<sup>th</sup>.) Virginia farms are finishing round crown picks now and should continue with 2<sup>nd</sup> and later picks for another week or so before wrapping up the Fall season. With hurricane-related damage, reduced yields and start delays expected in Florida, the normal Fall transition in production is expected to be bumpy. Eastern round, roma and grape tomato quality is varied by shipper, field and crop but has been average this week.

California tomato volumes have decreased due to previous heat, but adequate supplies of rounds and romas are available this week. Quality varies significantly with some reports of checkerboard, decay and immature fruit. Look for California's volume to drop in 10-14 days as crops begin to wind down. Baja continues to work existing vine-ripe crops and are heavier to mid-size fruit, while Eastern Mexico farms cross steady numbers. Look for round and roma production to pick up out of Mexico as new areas come online over the next few weeks. On the grape tomato front, Baja's numbers are slowly beginning to rebound, while the Central/Eastern producers are expected to build volume through October.

**Bell Peppers:** Eastern markets have many areas to choose from when it comes to bell peppers. Product is plentiful with all sizes available and overall good quality. However, there are a few reports of stem decay and other defects from older crops. California is seeing good pepper production from the coastal region along with new blocks in the central valley. Growers expect good numbers through mid-October.

**Cucumbers:** With Baja's production picking up and Nogales shippers up and running, cucumber supply is much improved in the West. Eastern

cucumber production is in many hands and in many areas this week. With product coming from MI, SC, NC, GA, NJ, NY, and PA, there is ample volume to meet market needs. Overall quality has been nice, particularly on new Fall crops.

**Summer Squash:** With Georgia having worked through the worst of its storm-affected product and Fall deals continuing in multiple areas, Summer squash availability and quality has improved in the East. However, we'll likely see a dip in supply over the next week or so as cooler weather moves into the growing areas. In the West, California acreage and production are winding down just as Nogales gets up and rolling. Expect more consistent numbers and better packs from Mexico as growers get through early picks.

**Green Beans:** With steady volumes and continued good quality, Tennessee and Michigan are still the primary green bean production areas in the East. Georgia is on tap to start next week. Early crop reports indicate good quality but reduced yields due to disease pressure. California's Watsonville and Brentwood areas are still providing good quality and numbers on beans. Look for this item to transition to the desert in mid-October.

**Eggplant:** Ample volumes of eggplant are available in the East thanks to lingering local deals and newer crops in the Carolinas and Georgia. Older crops and plantings are beginning to produce some troubled fruit, so we could see some deals finish up a little earlier than usual.

**Chili Peppers:** Santa Maria, CA farms are into newer blocks of chilies that should go well into October. Baja, Mexico also has steady numbers projected for the next few weeks. Together, these areas should keep the West in a good supply position. Michigan and New Jersey still have chilies available and will be joined by Georgia in another 7-14 days.

## TRANSPORTATION FACTS

\* The National Diesel Average remained steady this week, coming in at \$2.79 per gallon.

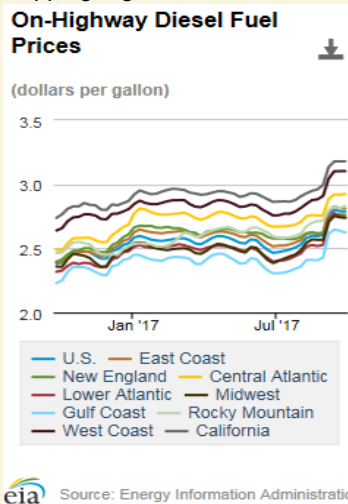
\* The average price for a gallon of diesel fuel is \$.41 higher than the same time last year.

\* Price changes, up or down, were minimal in all areas except for the Rocky Mountains where a gallon of fuel is \$.02 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 rose 4.9% this week, moving from \$49.48 to \$51.88.

\* Truck shortages are reported in Michigan and in potato/onion shipping areas. However, transportation availability is adequate in other vegetable shipping regions.



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## KEEP YOUR EYE ON THE CONSUMER

### More Millennials Search In-Store for Deals than Baby Boomers

By: Alissa Marchat, [www.theshelbyreport.com](http://www.theshelbyreport.com), September 26, 2017

Seventy-one percent of Millennials are visiting multiple stores to find the best deals, compared to 57 percent of Baby Boomers, according to the second in a series of reports by First Insight, a technology company focused on product investment and pricing decisions. While Millennials are still going online to search for deals (82 percent), the study points to shifting shopping behavior within both generational groups, as more Baby Boomers (65 percent) are searching online than in-store for the best price.

The First Insight survey queried 750 participants in the U.S. on their shopping habits, purchase behavior, discount expectations and influences driving purchase decisions. According to the results, the Northeast region of the U.S. is seeing the greatest behavioral shift between Baby Boomers and Millennials when it comes to where they look for deals. Additionally, higher income respondents overall are searching online over in-store, particularly among Baby Boomers.

"The retail industry has been operating on the outdated assumption that Boomers are shopping for deals primarily in-store and Millennials are searching for deals mostly online," said Greg Petro, CEO and founder of First Insight. "The behavior between these generations is evolving, and to benefit, retailers must recalibrate their approach to marketing, inventory and pricing to attract deal-seekers who may have been

overlooked based on outdated perceptions."

Highlights of the study include:

**The Northeast is seeing the greatest generational shifts in discount shopping behavior:** In the Northeast, 25 percent more Millennials are visiting multiple stores to find deals (73 percent) than Baby Boomers (48 percent), who prefer going online to look for deals. Eleven percent more Baby Boomers responded they search online more (59 percent).

**West Coast Millennials are searching for deals online and in-store almost equally:** In the West, Millennial respondents are almost as inclined to look in-store for deals as they are to look online (72 percent versus 76 percent). Baby Boomers also are showing a migration to online in this region, with 66 percent of those surveyed searching online, versus only 59 percent in-store.

**The Midwest is showing the strongest shift in Boomers searching for deals online:** In the Midwest, the migration of Baby Boomers searching for deals online is the most pronounced, with 14 percent more Baby Boomers looking online for deals over in-store (68 percent versus 54 percent). While a comparatively low 66 percent of Millennials are visiting multiple stores when compared to other regions, the percentage is still 12 percent higher than Baby Boomers.

**The South shows Baby Boomers moving online, but they still are looking for deals in-store:** Baby Boomers are visiting multiple stores and searching online almost equally in the southern region of the U.S. (63 percent versus 67 percent, respectively). However, stores should still be ready for the discount-searching Millennial as eight percent more (71 percent) are visiting multiple stores looking for deals than Baby Boomers.

**Affluent consumers are more likely to go online looking for deals, particularly among Baby Boomers:** While annual income appeared to be less impactful on Millennial behavior, Baby Boomers that make \$100,000 or more a year are 17 percent more inclined to search online for deals than in-store (77 percent versus 60 percent). For Baby Boomers making less, the difference was far less significant, with only six percent more inclined to look online versus in-store (62 percent versus 56 percent).

First Insight's findings are based on a targeted sample of 750 respondents from three distinct demographics: Baby Boomers, Generation X and Millennials in the U.S. The survey was fielded in March 2017 and was completed through proprietary sample sources amongst panelists who participated in online surveys.



## 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!



Mary Riley  
Office Secretary  
Farm 7- Florida



Clara Santoro  
Administrative Manager  
Immokalee Farm Center



Nancy Arrieta  
Sales Assistant  
Denver, CO



Dave Esplin  
Plant Breeder- R & D  
Manteca, CA

Scott Reese  
Operations Manager  
West Deptford, NJ



### PRODUCE BAROMETER

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



### OCTOBER CALENDAR

#### All Month

Eat Better, Eat Together Month

#### First Week

National Chili Week

#### October 1<sup>st</sup>

World Vegetarian Day

#### October 3<sup>rd</sup>

National Techies Day

#### October 4<sup>th</sup>

National Taco Day

#### Hendersonville, NC Weather

Fri Sep 29	Sat Sep 30	Sun Oct 1	Mon Oct 2	Tue Oct 3
75°F	70°F	67°F	68°F	69°F
53°F	50°F	50°F	53°F	55°F
NE 2 MPH	NNE 5 MPH	NE 6 MPH	NE 6 MPH	NE 6 MPH
				Precip 10%



## AN APPLE A DAY

### What Nutritionists Really Mean by the Word “Balance”

By: Paige Smathers, [www.ksl.com](http://www.ksl.com), September 26, 2017

When you hear the recommendation to incorporate “balance” with food and nutrition what comes to mind? Maybe you picture a plate with some veggies, a starch and a protein, or maybe you visualize some ideal proportion of the major food groups throughout the day.

While those conceptions of balance are useful and true to a sense, there's much more to the concept of balance with nutrition than the principles of nutrition *science* alone. There's also the *art* of how to put these things into practice and how to ensure the way you eat is sustainable and realistic long term and that your nutrition is in balance for you.

#### Gentle nutrition

Sure, the plate you pictured with a protein, starch and veggies on it is one form of balance — this is a form I like to call gentle nutrition. Gentle nutrition is applying the concepts of nutrition science in a way that isn't obsessive, rigid or overly rules-based.

While gentle nutrition is important, there's so much more to balance when we're talking about food. We're missing the point in the conversation about balance when all we're talking about is getting a balance of food groups. So, let's talk about how this registered dietitian nutritionist likes to think about the concept of balance.

#### Balanced nutrition

Balance definitely includes applying gentle knowledge of nutrition. Balance means allowing yourself to make food decisions that bring you closer to other people, such as eating that birthday cake with your kids — and having a great time doing it.

Balance means occasionally realizing that it's been far too long since you last ate a vegetable and planning meals centered around plenty of veggies to be able to feel your best. Balance means that you occasionally choose to eat what's convenient because there are only so many hours in the day. Balance with nutrition is the art of allowing each of these reasons for eating to have their time and place.

The trick here is: if you let any one reason for eating (i.e. nutrition knowledge, convenience, what sounds good, etc.) win out every time, your sense of balance and well-being will suffer. When a person takes their nutrition knowledge to the extreme and makes every single food choice from a sense of good and bad foods, there are consequences. Which, by the way, isn't a food paradigm that's grounded in science — foods aren't simply good or bad, they're highly complex and difficult to apply all or nothing thinking to.

When a person makes every food decision out of a sense of what's convenient, they might not feel as great as if they were able to cook more at home. In order to really practice the principle of balance with nutrition, one must balance the ways they decide what to eat and allow different reasons to win out occasionally.

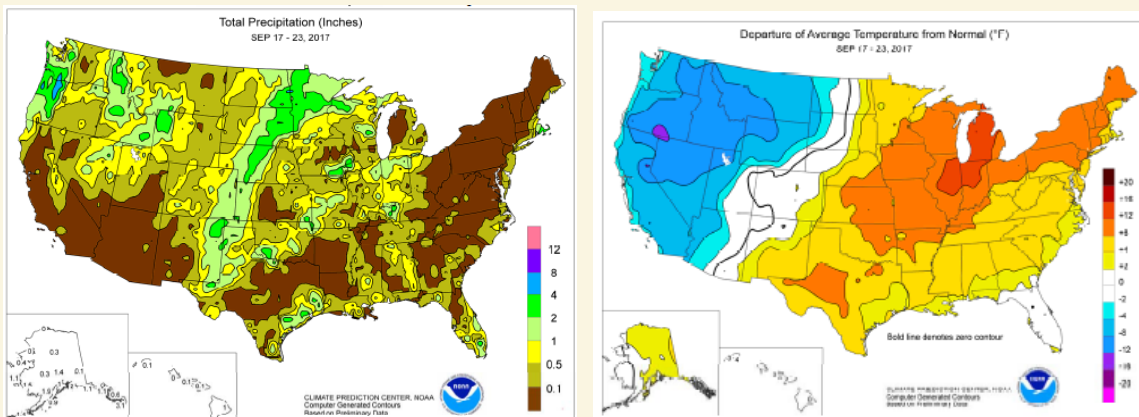
Healthy nutrition is definitely a science, but it's also a delicate art of balancing our reasons for eating and creating a healthy relationship with food.

Your job is to take the best care of yourself possible and that's a delicate balance between what sounds good, gentle nutrition, what's satisfying, what's convenient or doable with your schedule and financial means, and what's delicious. All of those reasons for eating deserve to be in balance with one another.

Don't get overly caught up in rules — use the principles of nutrition science to help guide you, but allow yourself to figure out the delicate art of balance with nutrition.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### Practicing Food Safety? Here are 5 Things to Know

[www.restaurant.org](http://www.restaurant.org), September 25, 2017

As National Food Safety Month continues, engaging your employees in best practices is important to them, your customers' health and the success of your business. Here are five tips every restaurant operator should know:

1. **Control risks and hazards through the flow of food.** The goal remains the same — keep customers safe. To accomplish this, the CDC advises eliminating these biggest risk factors:
  - **Purchasing food** from unsafe sources
  - **Failing to cook** food correctly
  - **Holding food** at incorrect temperatures
  - **Using contaminated** equipment
  - **Practicing poor** personal hygiene
2. **Establish a strong food safety culture.** Two of the best ways are to model behavior and establish reinforcement by leadership. When employees see management practicing proper food safety procedures, they witness how important having those protocols are.
3. **Fortify training messaging.** To do this, use consistent terminology and, when possible, teach employees in their native languages. Visual aids and participatory exercises also impact the learning process.
4. **Encourage employees to ask questions.** If they don't understand a concept or procedure, open communication lines and start dialogue with them. Make it known that senior leadership is committed to helping them understand and that they expect total and satisfactory implementation.
5. **Training empowers your employees.** The more training your work staff receives, the more they'll feel valued and act as brand ambassadors for your business.

<div> <div>FRESH</div> <div>TOMATOES</div> <div>  <div>the best of nature™</div> </div> </div>	
<div> <div>MARK YOUR CALENDAR</div> <div>PACK YOUR BAGS!</div> <div>           September 28-30, 2017            SEPC's Southern Innovations Organics &amp; Foodservice Expo            Westin Hilton Head Island Resort            Hilton Head Island, SC  <a href="http://www.seproducecouncil.com">www.seproducecouncil.com</a>            Lipman will be at Booth 109 this weekend- stop &amp; see us!         </div> <div>           October 19-21, 2017            PMA Fresh Summit Convention &amp; Expo            Ernest N. Morial Convention Center            New Orleans, LA  <a href="http://www.pma.com/events/freshsummit">www.pma.com/events/freshsummit</a>            Join Team Lipman at Booth #219!         </div> </div>	<div> <div>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</div> <div>  </div> <div>Visit our website... <a href="http://www.lipmanfamilyfarms.com">www.lipmanfamilyfarms.com</a></div> <div>           Follow us           <div>     </div> </div> <div>           Questions or comments about the newsletter?            Contact: <a href="mailto:joanna.hazel@lipmanproduce.com">joanna.hazel@lipmanproduce.com</a> </div> </div>