



## MARKET UPDATE

**Tomatoes:** Eastern tomato supply continues to be light as we work through the North-to-South transition. There's still some fruit in Tennessee and Alabama, but quality and volumes are winding down as they near the season's end in about two weeks. Virginia's Fall tomato crop has been inundated with rain, which has limited harvests, reduced yields and may wrap the season up sooner rather than later. North Florida is beginning in a very light way, with more fruit to come in the next 10-14 days. Overall quality and availability differ both by shipper and day.

In the West, California is working through the seasonal decline on mature green rounds and romas, but there is still product available most days. The vine-ripe deal out of Baja and Jalisco is beginning to pick up steam with plenty of volume available daily. Sizing is geared toward larger fruit, as most growers are in crown picks. On the roma front, shipments have been light out of Mexico this week, but we should see improvements in both quality and volume in the next 7-10 days. Grape tomato supply out of Mexico has been steady. Baja's grape quality is not on par with Central Mexico's, as they've experienced significant weather.

**Bell Peppers:** California still has three major production areas rolling with really nice-quality bell peppers. These farms should go through late October, when harvests transition to the desert and Mexico. The East is pulling most of its bells from the Carolinas and Georgia this week. Georgia is really just getting warmed up for Fall production but may see some hiccups as producers see how the crops "grow out" of rain and wind damage from earlier this month.

**Cucumbers:** Although there are still

some cucs coming from various local deals, the majority of Eastern supply is coming from the Carolinas and Georgia. Quality has been acceptable from both areas thus far. With both Baja and Nogales bringing cucumbers to market, Western supply is consistent. Overall quality is good, but there have been some concerns on fruit coming from older Baja fields.

**Summer Squash:** Both Eastern and Western markets have multiple growing areas in action, providing ample supply to meet market needs this week. The East could see things tighten up in a few weeks as rain-related disease pressure affects yields.

**Eggplant:** The Carolinas continue to bring good-quality eggplant to the table. With Georgia starting in earnest next week, the supply outlook remains good for the next few weeks. In the West, Fresno's production is expected to plug along for the next 2-3 weeks when the California desert and Nogales will get into the game.

**Green Beans:** Georgia has begun its Fall bean season this week with light volumes. Production is expected to increase next week, as more growers get going, but could see some weather-related disease pressure affect subsequent plantings and yields. Meanwhile, Tennessee and a few local deals will continue with bean production for another 2-3 weeks.

**Chili Peppers:** Baja's Fall chili production is rolling along, with good quality and availability on most items. Tomatillos and Anaheims seem to be a bit lighter than other varieties, but are available consistently.

**Hard Squash:** Eastern growers are experiencing significant issues with scarring on spaghetti squash, which has greatly limited retail-grade availability.

## TRANSPORTATION FACTS

\* The National Diesel Average dipped just under \$.01 lower this week and now stands at \$2.38 per gallon.

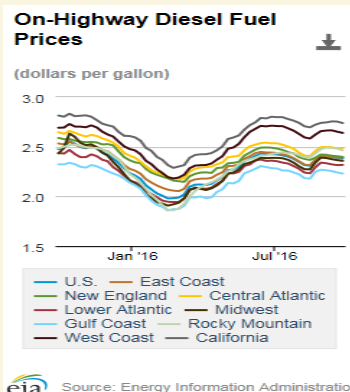
\* The average price for a gallon of diesel fuel is \$.09 less than the same time last year.

\* Prices rose slightly on the East Coast and in the Central and Lower Atlantic areas of the country this week. However, all other regions reported price declines.

\* California has the highest-priced diesel fuel at \$2.74 and the Gulf Coast region offers the best bargain at \$2.23 per gallon.

\* The WTI Crude Oil price rose 5.5% this week, moving from \$45.34 to \$47.83 per barrel.

\* With the exception of shortages in Eastern North Carolina and onion/potato shipping areas, transportation is available in adequate supply throughout the country.



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## Keep Your Eye on the Consumer Made to Order

By: Allison Bardic, [www.progressivegrocer.com](http://www.progressivegrocer.com), September 27, 2016

Whether they're designing their way to countless versions of pizzas, sandwiches, pastas or burritos, today's empowered consumers want more control over their food purchases than ever before.

The increasingly high expectation for customization, which has reshaped the foodservice industry with fast casual restaurants is a primary influencer in millennial shopping habits in particular. Any study that delves into how to sell to this much-talked-about generation suggests that retailers should give millennials exactly what they want as quickly and seamlessly as possible.

Rockville, Md.-based Packaged Facts' recently released report, "Millennial Menus: Culinary Trend Tracking Series," observed that millennials may be largely defined by their individualism, an attribute that extends to their food choices. The market research firm highlighted customization as one of the Top 5 food trends driven by millennial shoppers, who now make up the nation's largest living generation.

"Today's consumers in general and millennials in particular want food items that are fresh, creative and made just for them," Packaged Facts reported. "That's where the customization trend comes in—and it's hotter than ever

in the fast-growing fast casual segment ... More than a third of millennials order something different every time they visit a restaurant. What better way to entice them to a restaurant than to offer a mix-and-match dining experience where they can build something different every time."

Meanwhile, London-based market research firm Technavio has released research pointing to growing innovation and customization in food menus as a major growth factor in the global foodservice market. The research suggested that a main impetus for customization is the increasing importance of diet, whether related to a medical condition, food allergy or weight reduction plan.

"Customers nowadays are looking for a combination of food infused with new and bold flavors. The demand for innovative and exotic flavored food is more prominent among millennials. In addition, they are looking for options to customize their food based on their calorie intake per day," explained Arushi Thakur, a food research expert for Technavio.

For the deli and prepared food industry, variety and meal customization represent a major opportunity, with an increasing number of stores mimicking restaurants and

featuring a myriad of stations at which adventurous consumers can customize their food choices at a moment's notice.

For customers seeking to personalize their food choices and save even more time, the International Dairy-Deli-Bakery Association's 2015 research study, "Culinary Concierge: Engaging Millennials Through Meals," explored various prepared food options including a pickup station where consumers can grab online-ordered customized meals.

"This concept is good for busy schedules. Jump online to create your order to the specifications of you and your family; on your way home from work, stop at the store and pick up your customized, complete meal; zip home and set it out for everyone to enjoy," the research explained, adding that potential shoppers viewed the customization aspect as important for health and dietary needs as well as personal flavor preferences.

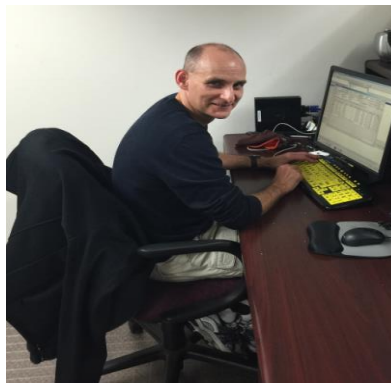
"This would be huge for me because I am a mom and work full-time" one surveyed respondent said. "If I could order dinner online and just swing by the grocery store on the way home, I would be all in! It would feel healthier and I would feel part of the process because I picked out what I wanted my family to eat."



## SPOTLIGHT ON LIPMAN Team Lipman Shouts Out

### Stephanie Phillips Customer Service Analyst Clarksville, AR

As a customer service analyst, Stephanie works closely with specific customers and our facilities to ensure that the right product is at the right place at the right time. Her thoughts on the company? "Lipman has provided me with the opportunity to balance both work and family time. I appreciate the fact they give back to their community with so many fundraisers throughout the U.S. The office I work out of has become like a second family to me and I will cherish their friendship for the rest of my life."



### Ian Fleming Order Entry Administrator West Deptford, NJ

Hired in 2007 as a receptionist, Ian has learned and earned a valuable role as order entry administrator and leads our opportunity buy sales program in New Jersey.

Ian has a great respect for two other Lipman team members and considers them to be mentors-Don Martin and Tommy Colace. Ian says, "They set a very high bar. Trying to live up to their expectations and match their commitment is and always will be my personal goal. On a personal note I feel that I have a lot to repay for the care and support of everyone at Lipman after the loss of my wife and that drives me even harder to prove myself as a valued member of the staff."

## PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Wide Range	Lower
Cucumber	Average to Good	Lower
Eggplant	Good	Steady
Green Beans	Varies	Steady
Lettuce-Iceberg	Fair	Steady
Jalapenos	Good	Steady
Onions	Good	Steady
Tomatoes	Fair to Good	Steady



## OCTOBER CALENDAR

**All Month**  
National Pizza Month  
**First Week**  
National Chili Week  
Customer Service Week  
**October 1<sup>st</sup>**  
World Vegetarian Day  
**October 4<sup>th</sup>**  
National Taco Day

## Exmore, VA Weather

Fri Sep 30	Sat Oct 1	Sun Oct 2	Mon Oct 3	Tue Oct 4	Wed Oct 5
81° F	81° F	79° F	77° F	75° F	73° F
70° F	68° F	66° F	64° F	64° F	68° F
E 8 MPH	SSE 9 MPH	S 6 MPH	N 6 MPH	NE 14 MPH	NE 21 MPH
Precip 50%	Precip 50%	Precip 30%		Precip 20%	Precip 20%
Averages 75° F/57° F	Averages 75° F/57° F	Averages 75° F/56° F	Averages 74° F/56° F	Averages 74° F/55° F	Averages 74° F/55° F

## News in the Grocery Trade

### 8 in 10 Americans Say Appearance is at Least Somewhat Important When Shopping for Produce

By: Hannah Pollack, [www.perishablenews.com](http://www.perishablenews.com), September 26, 2016

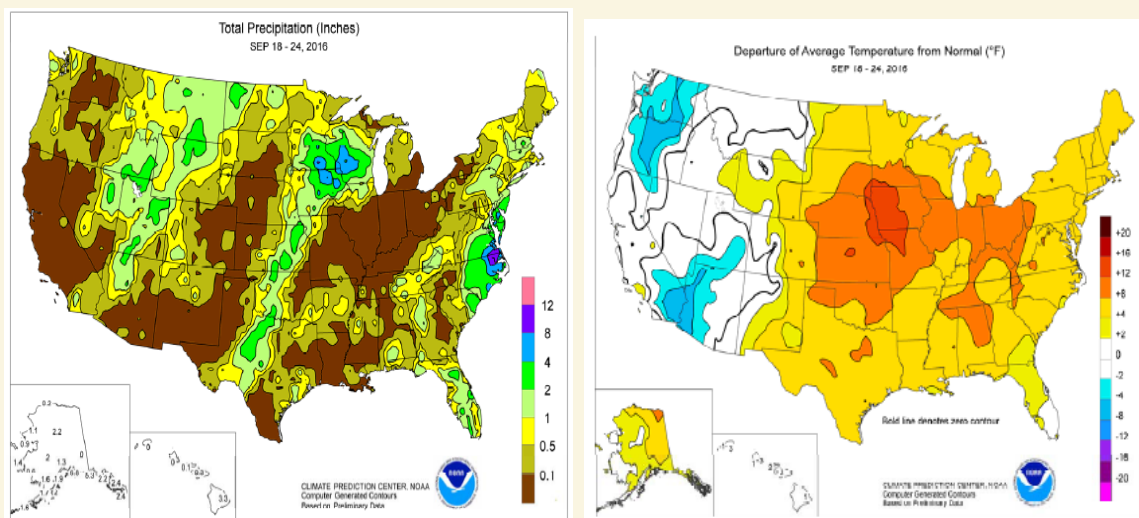
No matter how many times we've been told not to judge a book by its cover, waiting to pass judgement on something until after we get past its outside has never been an easy task for people to accomplish. Whether it's what we're reading or who we're meeting, people have a tendency to set expectations based on surface assessment. But does the same hold true for what we eat? According to a recent Harris Poll, about eight in ten Americans (81%) confirm that appearance (i.e., not blemished or misshapen in any way) is at least somewhat important to them when shopping for fresh produce (i.e., fruits and vegetables), with 43% saying it is very or extremely important.

When listed alongside other fresh produce descriptors, appearance proved to be more important than provenance (i.e., locally grown or sourced), the retailer's food waste practices, and organic. However, the price and seasonality are more likely to be important to a purchaser than appearance.

"Whether 'ugly' or not, produce is on the rise, up 5% in U.S. dollar sales in the latest 52 weeks ending July 30, 2016," said Jen Campuzano, Director Fresh Perishables at Nielsen. "Choosing healthier and more natural products has become a priority for households across the country. For some, this means transparency in labeling, opting for foods with basic ingredient lists or embracing fruits and vegetables, blemishes and all."

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation





## RESTAURANT INDUSTRY NEWS

### What America Orders for Delivery

By: Vince Dixon, [www.eater.com](http://www.eater.com), September 26, 2016

One would think that stereotypical "delivery dishes" like lo mein and pizza would be an overwhelming favorite with Americans summoning dinner to their door, but with the pervasiveness of smartphones and the rise of food delivery apps, favorite delivery menus are becoming more diverse. Americans placed nearly one billion online orders in 2015, according to Quartz and marketing research company NPD Group, up 125 percent from 2010. That means top online food-ordering companies like GrubHub and DoorDash are collecting tons of data that can give insight into what kinds of food people get sent to their homes.

So we asked GrubHub, the middleman for more than 270,000 daily online orders in more than 1,000 U.S. cities, and delivery app DoorDash, which offers on-demand delivery services for restaurants, to share data on the most ordered and most popular food items in various locations. It turns out America's "go-to" delivery order varies wildly. We looked at 2015 data showing the five "most popular" delivery food items in each state, defined as the dishes with more orders *than the baseline order volume* for that item across the United States. For example: The number of orders for buffalo chicken pitas in Alabama is 201 percent higher than the baseline order volume for buffalo pitas in the U.S. as a whole. DoorDash also shared their most ordered items in 19 American cities.

Of course, the data excludes the nationwide pizza chains that might first come to mind when you think about delivery. (They have their own in-house systems and are usually not on GrubHub or other third-party apps.) And for purposes of our analysis, states where data was too low or did not exist were not included. We combined the remaining data from GrubHub and DoorDash to find the most popular delivery food items, from coast to coast:

Once upon a time, pizza and Chinese food were synonymous with delivery and takeout, but that seems to be changing. Thanks to apps, delivery only-restaurants, and delivery services, people have access to more restaurants and options. Independent restaurants that can't afford to hire their own delivery drivers — or where delivery is not a main selling point — have an easier time putting their menus online. Nowadays people can order alcohol, sushi, and spaghetti delivered to their door.

But in general, Americans still love Asian food when it comes to home delivery. While Chinese food is the most popular delivery item in six states, when combined with sushi, Asian food is the top choice in 13 states. Sushi rolls are also a hot dish. In GrubHub's and DoorDash's lists of the top five most popular delivery items, options like the California roll and tempura shrimp roll show up among the most well-liked items — of all delivery food — in several states. The specific rolls vary from classic to lesser-known regional favorites, like the Idaho roll, which is particularly popular in Massachusetts. (Ingredients in so-called Idaho rolls seem to vary regionally, but often incorporate potatoes.)

Even though the most popular delivery items run the gamut on a national level, some trends emerge locally. In Wisconsin, for instance, the top three delivery items on GrubHub are all dishes highlighting cheese, with cheese curds taking the top spot. Most pizza-eating states are on the east coast, while most Chinese-ordering states are farther west.

But the strongest regional trend would have to be chicken in the south. Chicken is the most popular delivery item among GrubHub and DoorDash users, with most of the chicken-loving states are clustered in the southeast.

Despite chicken, Asian cuisine, and pizza being top delivery faves, America has an eclectic palate when it comes to quick and fast delivery food. As online ordering and food delivery apps continue to grow, the diverse list of delivery foods might, too. In the next few years, we may be ordering less Chinese takeout and more Mediterranean food or full-course steak dinners, all arriving directly to your doorstep.

## MARK YOUR CALENDAR & PACK YOUR BAGS

**October 14-16, 2016**

PMA's Fresh Summit Convention & Expo  
Orange County Convention Center  
Orlando, FL

[www.pma.com/events/freshsummit](http://www.pma.com/events/freshsummit)

**Come see what Lipman's up to at booth 2155!**

**January 24-26, 2016**

Hotel, Motel & Restaurant Supply Show of the Southeast  
Myrtle Beach Convention Center

Myrtle Beach, SC

[www.hmrss.com/index.php](http://www.hmrss.com/index.php)

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