



MARKET UPDATE

Round Tomatoes: Although Lipman has already transitioned further south to the Immokalee area, most growers are finishing up in Palmetto/Ruskin with limited crown harvests and mostly 2nd picks. Quality is varied out of this area due to the weather but has cleaned up post-storm. Lipman's volume in Labelle has been relatively steady and should be similar for the next few weeks. Quality is improving but sizing is still a little off. We expect to start harvests over the weekend at our Naples farm, adding new crops to the mix. Overall availability is expected to be steady for the next few weeks, then pick up a little as we get closer to Christmas. As we patiently wait for the December/January start in the Culiacan area, Western supply remains light. Baja's newer crops are limited, especially on larger sizes, and there's a little fruit in East Mexico as they continue to work light acreage.

Roma Tomatoes: For Florida's somewhat limited acreage, roma volume has been steady this week. Most of the fruit is still coming from Palmetto/Ruskin area where romas were roughed up by the recent storm. Overall quality is fair to good with some scarring, sunken areas, and bruising reports. Quality will improve when more growers move further south, where Lipman is currently harvesting light volumes. The West has more romas available this week, with fruit coming out of Baja and Central/West Mexico. However, the usual glut of volume that comes in December from West Mexico may be delayed by a few weeks due to prior weather. We look for a gradual increase in volume building up to that time.

Grape Tomatoes: Florida has good volume and quality available on grape tomatoes this week. Lipman is harvesting in Labelle and Naples where we will continue for several weeks. Western grape supplies remain light with product coming mostly from Central Mexico.

Cherry Tomatoes: Cherry tomato supply is limited, as Lipman is one of only two growers with any product to sell. However, we have adequate

supply to take care of our own. As with grapes, cherry tomato numbers remain light in the West with product coming mostly from Central Mexico.

Bell Peppers: Bell pepper supply is surprisingly steady in the East this week. Although GA is on its last legs of the season, South FL and Plant City are harvesting at a steady pace and are providing enough volume to meet demand. Due to prior weather, the fruit is running a little smaller than usual, mostly XL and less. There are some hit or miss quality issues due to the prior weather including some color and bruising challenges. The California desert is down to choice fruit as they wrap up the season a little earlier than usual. This shifts the bell pepper focus to Mexico where some growers are off to an early start. Sizing is very limited on this early fruit, with jumbos, XL and L on the short side. We look for better sizing as new growers and fields start over the next two weeks.

Cucumbers: Florida's cucumber crops are in a lull this week, with limited availability as many of the first Fall crops have finished up. There is some new acreage that will come online next week and provide product for a couple of weeks, then the East will be looking to Honduran and Mexican imports for supply. While Honduras is usually a strong source for Winter fruit, we do expect to see some effects of hurricanes Eta and Iota. However, growers located south of the hardest-hit area expect to get started in early to mid-December. Good quality and volumes are available in Baja and Mainland Mexico this week, providing enough supply for the overall market.

Yellow and Zucchini Squashes: With weather causing crop loss/damage and some of the fruit set to be aborted, Central and South FL's squash production remains light on zucchini and minimal on yellows. We expect to see at least a slight rebound in volume over the next two weeks. Looking to the West, new crops in Guaymus and Los Mochis are providing a steady stream of product to the border. Zucchini is more plentiful than yellows, but quality is good on both colors.

Green Beans: Florida's bean quality was rough going into Thanksgiving, as tropical weather passed through most all growing areas. However, there are beans available in Central and South Florida this week. Quality and volume are expected to rebound to some extent going into next week. Coachella, CA is still coming in with beans, but volume is shifting to Nogales. Volume increases are expected over the coming days as more growers get started.

Eggplant: Most of the East's eggplant is coming out of Plant City and Immokalee in Florida. Supply is light but is adequate to meet demand. Eggplant crops held up fairly well to the recent weather, but we are seeing a few cosmetic issues. Eggplant supply is good in the West, with fruit from both Coachella and Mexico. Coachella currently still has good volume, but will begin to see things slow down as cooler weather moves in. Mainland Mexico already has good volumes, which will help get through the transition smoothly.

Chili Peppers: Although Plant City has had its share of adverse weather, the chili peppers got by without any serious damage. Volume has been moderate and steady over the past week with all varieties available. Immokalee is also coming to the table with some nice-quality fruit on select varieties such as jalapeno and Cubanelles. Baja continues to have good supply and quality on all chili items, while Mainland Mexico growers are beginning to kick into gear. Quality is good from all areas.

Hard Squash: Eastern storage crops are depleting quickly, but there are some growers (mostly in the Northeast) that still have hard squash to ship. There's also been a little new crop in GA, but no serious volume. This will shift the Eastern demand over to Mexico's product until the Honduran season begins in January. Meanwhile, Nogales shippers are going strong now, with all varieties and mostly good quality. CA is still in the game, but fading quality has reduced demand for this product.

Continued on page 2

ON THE HORIZON CONTENTS

December Calendar- [page 3](#)

Keep Your Eye on the Consumer-[page 5](#)

National Weather Spotlight- [page 4](#)

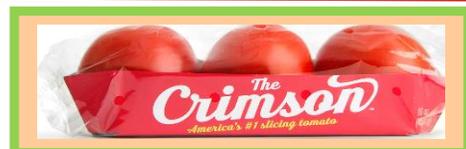
Pack Your Bags - [page 5](#)

Produce Barometer-[page 3](#)

Restaurant Insights-[page 4](#)

Restaurant Roundup- [page 2](#)

Tasty Bites from Chef Wil- [page 3](#)



WEEKLY MARKET UPDATE...Continued

Tomato-on-the-Vine: TOV production continues in Canada, Mexico and the US. Volume should remain steady and strong until the 2nd or 3rd week of December when Mexico hits its first gap. Quality is best in Mexico.

Colored Bell Peppers: Canadian production is winding down quickly with limited options available this week. We'll finish our crops up with some yellow picks early next week. Overall, Mexican production has been fairly steady, but supply is limited on oranges. We expect to see a few additional growers that will cross at Nogales get started over the next week, hopefully helping provide better supply of all colors.

Euro Cucumbers: Production continues to be strong in both Canada and Mexico, with promotional volumes available. Our Florida program continues to offer steady volumes and good quality as well.

RESTAURANT ROUNDUP

Report: Restaurant Guests Want Loyalty Programs, Ordering Online

www.fastcausal.com, November 23, 2020

A hefty majority of restaurant goers, 93 million, would spend more in a restaurant offering loyalty and online ordering, according to a Paytronix Systems, Inc. report.

The report polled just over 2,000 U.S. consumers regarding online restaurant ordering, the importance of loyalty and rewards programs and the types of rewards they're interested in, according to a press release.

Additional findings include:

- Eighty-six million U.S. restaurant customers use loyalty and rewards programs, and 44.2 million more might use them if the restaurants they order from offered them.
- Loyalty and rewards programs are key to winning over millennial, bridge millennial and Generation X customers — the three generations who spend most in restaurants today.
- Loyalty and rewards programs could encourage four out of 10 restaurant customers — 93 million people — to spend more on food orders.
- Online ordering, online payment, fast lane in-store pick up and drive-through top the technologies consumers demand — with loyalty and reward programs leading the way.

"The report also reveals that consumers continue to want to choose how they interact with programs. Many prefer mobile interactions and nearly 70% of QSR customers want to identify themselves with their mobile phone number. The more ways consumers can join and engage in a program, the more members a program will attract — which results in a material financial lift in impact through loyalty strategies," Michelle Tempesta, head of product, Paytronix, said in the release.



TRANSPORTATION FACTS

*The average price of diesel fuel in the US is up \$.02 this week, moving from \$2.44 to \$2.46 per gallon.

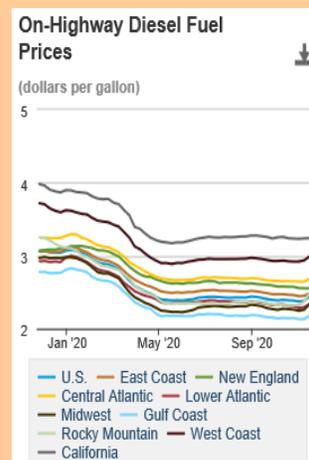
*This week's price is \$.60 lower than the same time last year.

*Pricing has risen in all reporting areas, with the most significant increase coming from the Gulf Coast (up \$.03).

*California has the highest fuel price at \$3.25 per gallon, while the Gulf Coast remains the low-price leader at \$2.21 per gallon.

*The WTI Crude Oil price rose 8.4%, elevating from \$41.43 to \$44.91 per barrel.

* As is the usual situation surrounding holidays, transportation is reported as short in all active shipping areas this week.



Source: Energy Information Administration



Tasty Bites from Chef Wil

Start your day out right with Chef Wil's chorizo egg bites! They've got just the right blend of eggs, fresh produce and cheese...all with a subtle kick to get your day started. This one-dish breakfast packs, travels and reheats well, making them a great choice for folks on-the-go!

BREAKFAST CHORIZO EGG BITES

Ingredients

- 6ea large eggs
- 1/4 cup Lipman Diced Tomato
- 1/4 cup Lipman Diced Onion
- 1/4 cup Lipman Diced Jalapeno
- 9 oz Ground pork chorizo
- 1/2 cup grated Manchego cheese
- 1/4 cup milk
- S&P



Instructions

Preheat oven to 350°F. Heat skillet to medium-high and cook chorizo, then add diced tomato, onion, and jalapeno to pan and cook until onions start to become translucent. Remove from heat, drain any excess fat, and let cool.

In a large bowl, whisk together eggs, milk, grated cheese, salt, and pepper. Add meat and veggie mixture and combine. Spray a muffin tin generously with cooking spray and add mixture, filling up appx 3/4 of each tin.

Bake at 350°F for about 15 minutes, until golden brown. Serves 8-10 egg bites.



PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Varied	E-Steady; W-Steady
Cucumber	Mostly Good	E-Steady; W-Lower
Eggplant	Good	E-Lower; W-Steady
Green Beans	Fair to Good	E-Steady; W-Steady
Jalapenos	Good	E-Lower; W-Steady
Squash-Hard	Mostly Good	E-Steady; W-Steady
Squash-Soft	Varied	E-Higher; W-Steady
Tomatoes	Varied	E-Lower; W-Steady



DECEMBER CALENDAR

- December- All Month
- Worldwide Food Safety Month
- December 7-11
- Handwashing Awareness Week
- December 1st
- National Day of Giving
- December 4th
- National Bartender Day
- National Salesperson Day
- December 5th
- National Comfort Food Day

Immokalee, FL Weather

Sat Nov 28	Sun Nov 29	Mon Nov 30	Tue Dec 1	Wed Dec 2	Thu Dec 3
83° F	83° F	79° F	67° F	69° F	74° F
64° F	67° F	54° F	45° F	52° F	67° F
ENE 4 MPH	E 7 MPH	SSW 15 MPH	NNW 13 MPH	NNE 9 MPH	NE 9 MPH
Precip 60%					

RESTAURANT INSIGHTS

Optimizing Your Restaurant for the Takeout Boom

By: Tim Brown, www.qsrmagazine.com, November 2020

As consumers seek out more contactless dining options, restaurant drive-thrus and curbside delivery services are seeing a boost in popularity. According to research from The NPD Group, drive-thru visits increased by 26 percent in the second quarter of 2020 (April-June) and represented 42 percent of all restaurant visits during that time frame.

The effectiveness of a restaurant's drive-thru service is and always will be judged on speed—how fast can an order be taken, processed, and delivered to the customer. The gold standard all restaurants try to meet for drive-thru service is three minutes. With demand skyrocketing, and lines growing longer despite multi-lane concepts, it is getting more challenging to meet that goal. The trick is balancing when the order is taken with how quickly it can be fulfilled. Customers become increasingly less satisfied when they must wait to have the payment taken, and that dissatisfaction increases even more rapidly once payment is taken.

We're seeing a fundamental change in the ways a restaurant approaches all its operations, from traditional takeout to curbside and drive-thru services, with the end goal to reduce wait times. Restaurants are directing their focus to the operational efficiency of their business, rethinking their workflows including streamlining how an order is processed and fulfilled, not just how it is taken.

Technology can help restaurants prepare for the rush

When it comes to efficiently processing orders, restaurants should think about a fully integrated fulfillment journey. An intelligent starting point would be to review existing data to help forecast and predict traffic volume, menu item affinities, and arrival times. This is a basic analysis that most restaurants conduct to balance inventory and waste—the important next step is employing predictive models and technology to help optimize kitchen operations in preparation for the rush.

A comprehensive kitchen display system also plays an important role in helping a restaurant optimize its operations. These systems provide real-time updates from a restaurant's point-of-sale (POS) system, website, and mobile apps. They can use predefined cooking times to prioritize orders, the preparation of tasks, and provide automatic alerts to kitchen staff regarding orders that have exceeded the restaurant's service standards.

Curbside is critical

According to a recent restaurant survey by Oracle, half of the consumers in the US who ordered delivery during stay-at-home-orders plan to start picking up their meals again. With many patrons still wanting to avoid indoor spaces, this equates to a big spike in demand for curbside and drive-thru services. Not all restaurants—especially in cities and other urban areas—have the space available to have or expand their drive-thru operations. This makes the curbside experience an even more important dining option. Restaurants will need to adjust and refine their curbside processes so that they are seamless. As a diner enters the parking lot, a restaurant staffer should be able to discern who the customer is from any number of technology identifying markers and be ready to complete the delivery of their order.

Connected devices like mobile phones, beacons, and geolocation can help with this, as they provide restaurants the ability to track a customer's location from the time they place their order until they arrive at the restaurant. This enables businesses to pinpoint when they should prepare the order so that it will be ready exactly when the customer arrives, minimizing wait times and maximizing efficiency.

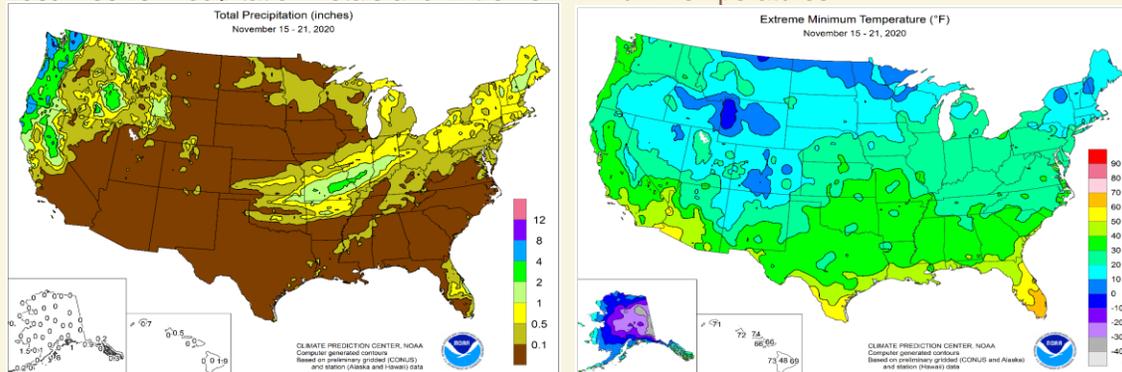
A customers' tolerance for waiting for the delivery of their meal is incredibly low, so any service that can shorten wait times are extra critical. And with winter weather about to arrive in the northern hemisphere, customers will be in even more of a rush to pick up their food, get home and out of the cold. In addition, receiving these deliveries right the first time will be critical to maintaining customer loyalty. The restaurant survey found that 27 percent of consumers stopped ordering from restaurants after a bad takeout experience. Restaurants can't take that risk.

There is no question that consumers demand convenience, and with the increased appetite to order ahead, we expect a natural evolution of that pickup process. Advancements in technology will enable the experience of online ordering, pickup, delivery, and drive-thru to be consolidated into one seamless experience. With the right technology and processes in place at a restaurant, drive-thrus and curbside fulfillment will become even more important and demand than they are today.

Note: This article has been edited for content and space. To read the entire selection, please visit www.qsrmagazine.com

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Extreme Minimum Temperatures



KEEP YOUR EYE ON THE CONSUMER

How the Holidays Could Help Food Retailers

By: Thad Rueter, www.progressivegrocer.com, November 24, 2020

Smaller gatherings at home — that's the outlook for the Thanksgiving and Christmas holidays for 2020, an outlook that could favor food retailers.

A new report from KPMG finds that 82% of the U.S. plan to prepare their entire Thanksgiving meal at home. Thanksgiving gatherings will also be smaller this year. As well, 83% plan to prepare their entire Christmas meal at home. For other winter celebrations like Christmas, fewer people will be traveling during this holiday period and trips are expected to be shorter in duration. Based on the survey responses, gatherings will be smaller for the winter holidays.

The findings are based on surveys of some 1,000 U.S. consumers. Survey respondents said that, broadly speaking, they are cooking about 70% of their meals at home while they are eating out for less than 10% of their meals. Consumers have increased use of both delivery and pickup for meals. Dinner is the meal where consumers have take out or delivery for roughly 20% of their meals, on average.

KPMG, a professional services and accounting firm based in Amsterdam, said that many of these trends are expected to continue once the pandemic has passed. About 50% of consumers who are cooking and preparing meals at home more plan to continue post-COVID-19. Conversely, about 50% of consumers eating out less also plan to continue after the pandemic subsides.

But those consumers might eventually seek more variety when it comes to their home-cooked meals — another potential opportunity for food retailers. The KPMG report found that survey respondents have about eight meals in rotation on their home menus. But 37% of consumers say they have increased the number of home-cook meals on average during the pandemic.

Consumers have also turned to meal kits as a way to expand their selection. As well, 25% of survey respondents used meal kits during COVID-19, and 17% of those respondents are new users.

KPMG found that consumers are bifurcated on healthy diet as a result of COVID-19, but slightly more survey respondents feel they are eating healthier food and drinking more water. Consumers also report to be snacking more during COVID-19 compared to what some have taken to calling the "before time."

Some consumers have used this pandemic period to experiment with new diets. About 40% of consumers claim to have made significant changes in their eating habits during COVID-19. Popular trends include high protein, low carb and calorie-based diets and intermittent fasting.

With respect to alcoholic beverage consumption, consumers are also mixed. The report found that millennials are the segment of the population who are consuming more alcohol on average during COVID-19 compared to before. On average, millennials are consuming 25% more alcohol.

Also during the pandemic, 31% of consumers increased their online grocery purchases, with 18% of survey respondents also buying more personal care items during the outbreak.

FRESH
TOMATOES

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MARK YOUR CALENDAR
& PACK YOUR BAGS?

March 9-11, 2021
United Fresh's Brandstorm
Virtual Event
To learn more about this event:
www.unitedfresh.org/events-programs/ufbrandstorm/

October 28-30, 2021
PMA's Fresh Summit
Blended Virtual and In-Person Event
Ernest N. Morial Convention Center
New Orleans, LA
www.pma.com/events/freshsummit

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