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updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Hot weather is pushing the SC and Quincy crops along and things may wrap up a little sooner than expected. Lipman's SC farms are harvesting crown picks this week and next, but will begin to wind down with some 2nds after that, potentially finishing 5-7 days ahead of the plan. The heat and occasional rain have caused an odd quality problem here or there, but the final box quality has been good overall. With Quincy in a similar situation, the East will start looking to the TN/NC mountain programs for supply soon. There are a few growers that will start in a light way over the next week (including our own local deal in Western NC) but the majority will get rolling in the July 10-15 range. In the West, Mexico continues to provide relatively steady volumes on vine-ripes from both Baja and East Mexico. Quality continues to be good from the newer crops and sizing is a bit smaller, providing better availability on mid-sized and smaller fruit than in recent weeks. Meanwhile, growers in CA's San Joaquin Valley are gradually coming online with mature greens. Several shippers have started in a light way and there are still a few more to come online, including Lipman. We'll harvest our first fruit near Manteca just after the 4th. Current quality is typical for the beginning of crop harvests but should improve as farms get deeper into the season.

ROMA TOMATOES

Eastern roma production remains minimal as we work through the Spring/Summer gap in production. There are a few coming out of the Quincy area and quality is mostly good, but there's definitely not enough of this fruit to go around. Some of the NC/TN growers have reported being a little behind schedule, but we expect to see some of the first romas of the season just after July 4th. Looking to the West, there are light to moderate volumes in Mexico with the majority of the fruit coming from either Baja or East Mexico, where new crops are settling into a more steady pace. West Mexico growers are still bringing a few into Nogales, but volume and quality have declined, putting them on pace to finish in the next week or so. The newer fruit has nice quality, but we are seeing some issues in the older product. Domestic harvests are now underway in CA's San Joaquin Valley. Four growers, including Lipman, have just gotten

started, so the product isn't in the pipeline yet, but we expect volume to gradually build over the next two weeks. Quality is a little rougher and yields are a bit lighter on early picks, but these factors generally improve as farms move further into the plantings.

GRAPE TOMATOES

Grape tomatoes are readily available in the East with the bulk of the volume coming out of SC. Lipman will continue to harvest in SC until July 10th but will also get started in VA next week. In addition, there are light volumes coming from the Quincy area and a few early starters in the TN/NC region. Packouts have been down slightly, as we cull heat-affected fruit, but the final quality in the box is good. Western supply is still coming out of Baja and Central Mexico. After a weather-related delay, Lipman's Baja deal (in Vizcaino) is up and running and should see volume ramp up quickly. Central Mexico has light to moderate volumes of both field and hothouse grapes available.

GREEN BELL PEPPERS

The East's bell pepper production is beginning to make its way north. GA is still harvesting but there are heat-related quality concerns on some of their fruit. Now, the Carolinas are up and running with good volumes of strong quality fruit. Our Clinton, NC deal got started late last week and is seeing mostly 2X sizing on the crown picks. We'll move into some 2nd's next week, broadening the sizing mix. Other areas have also started, including SC and Western NC, and there are more to come over the next few weeks. In the West, the Bakersfield area will be in "peak" production for the next 7-10 days before entering the seasonal decline.

Volume is steady, but moderate as this area has lighter acreage than in years past. Production will continue out the Le Grande area and will hopefully bridge the gap until Gilroy/Hollister starts their season in mid-July.

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CUCUMBERS

Cucumber availability is lighter in the East this week. With GA winding down and the Eastern NC program finishing up early due to heat and rain, supply is mostly coming out of NJ and from a few smaller local deals. NJ's volume isn't quite up to the normal levels as they lost some of the first fields and are just now moving into new plantings. However, the quality is nice. MI is on tap to start the week of July 10th and should bring a good shot of fruit to Eastern markets.

Looking to the West, Mainland Mexico has finished up for the season. Summer crops have started out of Baja, but they've been slower to bring up production than the Mainland does. Demand from the Mid-West is straining supply and strengthening the market. Hopefully, supply from Central Mexico that crosses through Texas, will help alleviate fill some of the demand.

YELLOW & ZUCCHINI SQUASH

The heat is taking a toll on squash in parts of the East, but with so many areas in harvest, supply is mostly adequate. Light to moderate volumes are available in NC, SC, VA, KY, NJ, and others. MI will start over the weekend and provide a boost to the numbers. Quality can vary depending on the heat and rain in any given area, but there is nice product available.

As usual, there are more frequent issues with yellows than zucchini, mostly with discoloration. Looking to the West, the Pacific Northwest has gotten started and will increase in production as more growers begin harvesting over the next few weeks. We are seeing light supplies out of Watsonville and Fresno as well, but Baja and Santa Maria are usually the heavy hitters this time of the season. They are currently in a light spot of production from some previous cool weather. Overall, supply should remain at adequate or better levels as we enter that time of the year where backyard deals pop up all around the country.

HARD SQUASH

Mainland Mexico has now finished out the hard squash season, leaving the Western deal to CA farms. Bakersfield and Fresno are harvesting acorn and spaghetti squash, with butternut and kabocha in sight for next week. We'll see more programs in Northern CA get rolling as we move into July.

No major quality issues have been reported from this new-crop fruit. As for the East, GA has light volumes of all three varieties available. Their spaghettis are pale in color but overall quality has been good. Our KY partner, who provides strong supply, has now started with acorn and spaghettis and expect to have butternuts follow around July 10th.

ORGANIC MINI SWEET PEPPERS

Organic mini sweet peppers are almost in a full gap as Mainland Mexico has finished and Baja is not expecting any kind of volume for a few weeks. Central MX has been helping to bridge the gap but their production has dropped off. Expect an extremely snug situation for the next few weeks until Baja gets up and running.

GREEN BEANS

Bean supply is a bit lighter this week as GA is finishing up and there's not a lot of volume coming from any of the other active production areas in the East (coastal NC, coastal VA, and now NJ). Supply is adequate, but not plentiful. We should start to see volume increase as these areas get further into crops and new areas such as TN and NY get up and running. Looking to the West, there are several areas (Baja in Mexico and Fresno, Watsonville, Orange Co. and Brentwood in CA) with beans and volumes have picked up. Pricing varies by area but quality is good from most.

COLORED BELL PEPPERS

With recent warm weather pushing harvests ahead of schedule, Ontario's pepper production is on the lighter side this week. As we look to next week's production numbers, reds should remain steady while yellows and oranges will be down slightly. With the heat, sizing is down to the XL level and pepper walls are a little thinner. However, overall quality is still very nice. Down south, there's not a lot of change in Central Mexico. High temperatures are causing a slower start for new crops and there is more variation in sizing from the early picks. More product should eventually come on and we'll also see a new deal start in Jalisco after July the 4th.

TOV's (Tomato-on-the-Vine)

CAN houses are expected to continue with good TOV production for at least the next two weeks. With product also available in CA, TX and MX, there are adequate volumes available to meet demand. Quality is good from most all shippers.

MINI SWEET PEPPERS

The mini sweet deal is currently in full transition from Mainland Mexico to Baja. It is going to be very snug with possible shorts the next 7 to 10 days as we await the Baja growers to clean their fields next week and start seeing fruit cross into CA.

ORGANIC ROMAS

Organic roma availability is light this week as West Mexico is winding down and Baja is not in full production yet. We should see an uptick in volume in a few more weeks. Overall, quality is good.

ORGANIC GRAPES

Light to moderate volumes of organic grapes are available in Mexico. Baja has now started production in a light way and expects to see harvests pick up over the next 7-10 days. Central Mexico farms are plugging along, providing a relatively steady source of supply. Now that the older crops are out of the picture, quality has improved and is good.

ORGANIC MINI CUCUMBERS

There are excellent volumes coming from multiple growers in Baja and quality is good.



NEWS IN THE INDUSTRY

Health trends: 3 things to know when trying to reach younger shoppers

By Andy Nelson

SUPERMARKETPERIMETER.COM

June 16, 2022

Millennials are thinking differently about their health than older generations, and the shift suggests some interesting potential opportunities for retailers, according to Barrington, Ill.-based consultancy Brick Meets Click.

The new generation has shifted emphasis away from “who will make me healthy” to “what will make me healthy.” Since Millennials are depending less on doctors and more on themselves to stay healthy, shopping for health is important to them.

Here are three important things to keep in mind when targeting this demographic:

1. They are willing to pay more for products with health-enhancing attributes. They also consume a lot of information online about health, but they could use reassurance that they're doing the right thing since there's so much of it and it can be contradictory and hard to decipher.
2. Find ways to increase access to in-store dieticians who can provide guidance and assurance on what they can do to stay healthy. This means encouraging the dieticians to reach out to more people through store tours and to the community through “lunch and learns.”
3. Make it quicker and easier for millennials (and other customers) to find popular “good for you products” by enhancing navigational signage and shelf sets to showcase these popular products.

Seeing the “whole human being”
Retailers and their supplier partners need to paint a more complete picture of their consumers if they want to tap into the demand for health and wellness products that fit their particular needs.

“We believe companies will start to see the whole human being, not a 2D version,” said Raj Shroff, principal of Columbus, Ohio-based PINE Strategy & Design. “If they do that, they're a dinosaur. What happened during COVID, companies had to adjust to see the whole person, because, for example, people were working at home and we all saw each other at home.”

Grocery, he said, has to do something similar. Going forward, one way to do that could be tapping into the Metaverse. If retailers get access to a virtual version of consumers' kitchens, for example, they can provide a much more specialized list of suggested items tailored to their individual health and wellness needs. When consumers go online, maybe the only products that pop up for them are ones that fit their particular health profile.

Seeing the whole person is more important than ever, since “health” has become more convoluted than ever, with not only a host of specific diets and physical ailments to consider but also with mental health, exercise and sleep on so many more people's radar, said John Youger, a PINE partner.

“Health feels like it's no longer easy.”



NEWS IN THE GROCERY WORLD

Variety, technology and demographics influence health trends

[SUPERMARKETPERIMETER.COM](https://supermarketperimeter.com)

By Andy Nelson

06.16.2022

The grocery fresh perimeter is so diverse, there are many lenses for studying the evolution of health and wellness over the decades.

Take fresh produce. For decades, produce departments focused on a basic range of items, said Brian Numainville, principal in Lake Success, N.Y.-based Retail Feedback Group. Then things like organics started to gain in popularity, and from there, one of the big differences today from a variety perspective, Numainville said, is the expanded range of exotic and superfood items from around the world that many shoppers look for to help meet their health and wellness goals.

Another game-changer, he added, was the advent of smartphones. Apps now provide all the information you'd ever want about specific products and their health benefits, right at your fingertips. And if a shopper needs to find product information — to determine, for example, if a product is gluten-free or to learn more about ingredients or nutrition facts for a specific product — it's as simple as a web search or app while in the store.

As food is increasingly looked at as a kind of "medicine," Numainville said, the grocery store has a real opportunity to be the hub of health and wellness for shoppers.

"It all starts with understanding where the shoppers of a given location are at in terms of their health and wellness needs," he said. "A rural store with an older population might have a very different approach than an urban store with a high percentage of younger shoppers or a suburban store with many families with young children."

From there, it's important find ways to link messaging up through the store so there's consistency and synergy between the various departments in the store, the pharmacy and dietitians. That means connecting the dots for shoppers, so those who are looking for healthy foods and options can easily identify them throughout the departments in the store, providing a convenient and simple communications in all vehicles available - signage, digital, social and beyond.

An interesting point of reference, Numainville said, is the 2021 Food & Health Survey from the International Food Information Council, which found that "In 2016, consumers most identified with the negative: the absence of certain components, like fat and sugar content. In 2021, the definition takes a more positive tone: 27% say it is defined by the presence of healthful components (like fruits, veggies, and nutrients) (up from 17%) and 25% say it is the food that is simply "good for you" (up from 18%)."

"That clearly indicates that shoppers are shifting how they look at food, moving away from an absence of items like fat and sugar, towards choices that moves towards the inclusion of healthy fresh foods that can be used for health," he said. "I also think shoppers are looking at functional foods, moving beyond simply taking vitamin supplements but connecting with foods that offer health benefits."

Products grown and sourced from farmers engaging in regenerative agriculture practices will continue to pick up steam into the future, combining "good for you food" with "good for the environment" practices, which appeals to many shoppers, and likely will resonate heavily with millennials and Gen Z, Numainville said.

The growing interest in health and nutrition meant supermarkets had many more SKUs to offer shoppers, but this fragmentation also presented new challenges such as building the right assortment at the store level, managing inventory and the need for smaller case counts, and even new competitors who were finding more efficient ways to connect people with the specific products they wanted to meet their respective needs, according to Barrington, Ill.-based consultancy Brick Meets Click.

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Statistics

Health-related claims make up nine of the top 10 purchasing drivers of fresh perimeter foods (convenience, at No. 2 on the list, is the lone exception):

- High protein: 37%
- All-natural/no artificial flavors: 31%
- High fiber: 28%
- Low sugar: 23%
- Heart health: 22%
- Immunity boosting: 21%
- Energy boosting: 20%
- Low-sodium: 19%
- Cognitive/mental health improvement: 18%

During the pandemic, 34% of consumers increased their purchases of fresh fruits and vegetables — the biggest increase in any perimeter department, and 94% of those said they expect those higher purchase patterns to continue. Millennials (37%) and Gen Xers (34%) saw the biggest gains.

21% increased their purchase of clean-label products, the most of all food categories measured. 89% expect that behavior to continue.

[Read Full Article Here](#)



UPCOMING EVENTS:

July 13-14, 2022

Organic Produce Summit Monterey

Conference Center Monterey, CA

www.organicproducesummit.com

Lipman will be at booth 416!

JULY 28-29, 2022

IFPA Foodservice show

Monterey, CA

www.freshproduce.com/events/the-foodservice-conference/

Lipman will be at booth 100!

October 27-29, 2022

IFPA's Global Produce & Floral Show

Orange County Convention Center

Orlando, FL

www.freshproduce.com/events

Lipman will be at booth 3462!

PRODUCE BAROMETER:

ITEM	QUALITY	PRICING
Bell Pepper	Good	Steady
Cucumber	Good	Higher
Eggplant	Varied	Steady
Green Beans	Good	Higher-East; Lower- West
Chili's	Good	Higher
Squash-Hard	Varied	Steady
Squash-Soft	Good	Higher
Tomatoes	Good	Lower

Lipman Family Farms

Full lineup of organics highlighted

READ THE FULL PRESS RELEASE AT FRESHPLAZA.COM

The compostable packaging is shelf-ready with a clamshell design that ensures ease in stacking and increased efficiencies in the retail space while offering consumers a fully at-home compostable solution.



For more information:
Morgan Stuckert

Lipman Family Farms

Tel: +1 (239) 641-0088

Morgan.Stuckert@lipmanfamilyfarms.com

lipmanfamilyfarms.com