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LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

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Consistent*

Bringing you your
weekly industry
updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Lipman's VA farms are winding down crown picks for the Spring/early Summer season and will move into a lighter production mode for the next few weeks until Fall crops come online the last week of August/first week of September. This will leave the TN/NC region's growers and other local deals to carry the load for the next few weeks. As with romas, rounds are feeling the brunt of the rains and are starting to come down in size and show a few more quality issues that have to be culled at the packing/repacking levels. Production remains moderate, but there are some inconsistencies in production as farms work around rain showers.

Over on the West Coast, the CA mature green programs are rolling along with steady or slightly stronger volumes this week. Lipman's picks have been consistent and quality is very nice, especially as we've moved into the 3rd plantings in Manteca. Most of our fruit is coming in at the 5x6 and 6x6 range, while other growers report a slightly smaller profile. Quality has improved and is considered to be good from most growers in the area. Looking south, Baja's supplies are light and in the hands of just a few... as planned and planted for... for mid-summer production. East Mexico continues its light summer production mode with product coming from Jalisco and San Luis Potosi.

ROMA TOMATOES

Eastern roma production is still centered in the TN/NC mountain area where most have received rain 3-4 days during the past week. While heat and prior rain had already begun to cause some spotty quality concerns, we may see that become more prevalent over the next week or so. However, volumes are fairly consistent and there are some pockets of nice product. Heat is also a factor, as one of our grower partners is harvesting fruit that's a little more elongated than usual but the quality has been pretty nice. Overall, expect similar production levels for the next week or so and if the weather lets up, a return to better quality in 7-10 days. Western supply is a little stronger this week, thanks to a number of CA growers moving into new production areas. Lipman is harvesting daily in the Manteca area now, where we're seeing some really nice quality and size. Most of

this week's harvests have been in the jumbo and XL range, which is a notch larger than other growers that are coming in with mostly XL and L product. As for Mexico, Baja is fully into mid-summer supply with moderate volume from San Quentin, Ensenada and Vizcaino expected through August. East Mexico's volume is starting to improve as growers in Jalisco, San Luis Potosi/Rio Colorado, Michoacán and Nayarit come into slightly stronger volumes. Most of the Mexican product is on the larger side of the sizing spectrum and quality varies, especially on the fruit crossing at Texas.

GRAPE TOMATOES

Lipman's VA farms continue to provide steady volumes of grape tomatoes with nice quality for the East. We expect to have a consistent supply through the month of August and into the Fall. There's also product coming out of NC/TN, which has stronger volume than most areas, and also some fruit further north in NJ, NY, etc., so grape tomato supply should continue to be strong for the immediate future. In the West there is product available from Baja, Central Mexico, CA and WA.

Our Baja program has just finished harvesting the first block and is waiting for the next block to color up, so our numbers are on the lighter side this week. However, there is other product available there, in Central Mexico, and domestically to help cover.

TOV

We're seeing a little more TOV volume around this week as new crops have begun crossing from Mexico and a few CA growers have moved into a strong volume spot. Add Canada, UT, and NE into the mix, and demand can be satisfied. No major quality issues have been reported.

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GREEN BELL PEPPERS

The East continues to have solid supply of bell peppers, although production is spread out among several states including MI, OH, NJ, NC, KY, VA, NJ and others. MI has the strongest production, but like many other areas, they've received a good amount of rain. So far, quality has been nice, but that could change in the coming days. NY growers are just getting started this week so we anticipate seeing more volume next week with nice quality. In the West, the Gilroy/ Hollister district is still providing consistent volumes. Quality is good and with loss of distribution to local production across the country, the price has dropped. WA state has now gotten their season starter and should be able to take care of local demand.

CUCUMBERS

As with most other veg items, cucumbers are available in several Eastern production areas. MI has had steady volumes and quality has been good, but we have started to see a few rain-related issues toward the end of this week. Light to moderate volumes are available in NC, NJ, PA but some of the best fruit has been coming out of NY. Looking to the West, Baja growers are into very good volumes and have excellent quality thanks to the nice weather. WA state also has begun with cucumbers but this product has a different look that won't work for some retailers.

YELLOW & ZUCCHINI SQUASH

Eastern squash is still plentiful and available in many areas. However, with rain throughout the Plains and the South over the past week, we may see a little less in the pipeline due to quality issues, especially on yellows. In the West, the Pacific NW has moved past a strong flush and now expects production to lighten up for the next 10-14 days due to prior heat issues. Santa Maria is plugging along with moderate supplies for the next 10-14 days, but expects stronger production after that as they break new fields. A few Baja shippers have finished and won't be back in until mid-September for the Fall.

HARD SQUASH

Hard squash has begun to pop up in a new more northern areas (NY, NJ, MI, PA and OH) this week. Some have started with just one or two varieties, but look for the whole line to be available over the next few weeks. With KY and NC programs also in the game, availability is actually pretty decent in the East. Overall, quality has been good on all varieties with no major issues. Hard squash out of CA continues to be limited due to less plantings. The Northern CA district of Linden/ Stockton is still running behind on acorn and butternut, and kabocha is still gapping. The Northwest got started last week with acorn and should add other varieties soon.

CHILIES

Chili pepper availability is holding at mostly consistent levels in the East and there are a variety of program sizes and types out there. MI doesn't really have a lot of volume yet, but should come along with more product in the next few weeks. NJ and NC have more product available than most areas, but all

growers don't necessarily offer all of the mainstream SKUs, creating some challenges for full line sourcing there. Cubanelles seem to be one of the most challenging, especially anywhere toward the south. As for the West, volumes are strong but quality is not. Much of the volume is being pulled from Central Mexico right now and they got rain a couple weeks ago. Product looks great upon arrival but falls apart in transit and 3-4 days out. Quality should improve going into next week.

GREEN BEANS

Green bean availability is mostly steady in the East. One of the largest growers has transitioned from VA to PA now while others continue with consistency in IN, OH, KY, MI and NY. Rain can be impactful on green bean quality and we've just now started to see some concerns from MI at the latter part of the week. As for the West, most all shipping districts of CA are going with moderate production and we anticipate this to continue for the next several weeks as long as extreme heat doesn't become a factor.

COLORED BELL PEPPERS

Canada's colored bell pepper production has remained on the lighter side this week, but looks to pick up next week, particularly in the Ontario area. Growers expect sizing to stay in the XL and L range for the remainder of August, but quality remains strong. Down south, Central Mexico's producers are in a lighter mode. There's overall less planted this time of year, and some have been dealing with water issues, which could serve to shorten supply for several more weeks. We expect this are to pick back up in late Aug/Sept when Fall when those who sit out the Summer come back into play.

MINI SWEET PEPPERS

Mini sweet volume is picking up in Baja and the pipeline is finally catching up with demand. Quality is good and we shouldn't see any gaps over the next few weeks. WA state's local crop will be starting up in another 10-14 days to add to the mix.

MINI CUCUMBERS

Volume is still very limited coming out of Baja in the aftermath of growers pulling plants due to cheap markets. However, demand has been very strong, so there's a lot of #2 product being packed. There are some minis available in Central Mexico, but not any major volume, which creates transportation challenges to fill a truck. Canada has little to no mini cucs available at this time.

ENGLISH CUCUMBERS

Canada's production of HH cucs has been mostly steady although some growers are up and others are down. Quality remains strong as long as the product is fresh. Central Mexico is a little lighter this week but is still bringing product into Nogales. Our FL program had a lighter week but is already rebounding to normal production levels.



NEWS IN THE PRODUCE INDUSTRY

Discover top produce trends in side dishes.

[FRESHPRODUCE.COM](https://www.freshproduce.com)

Produce is a heavy hitter when it comes to side dishes. After all, potatoes are the top component (of all ingredients and flavors) menued in à la carte side dishes (Datassential MenuTrends). Take advantage of produce's starring role in sides through elevated versions of classic dishes, global influences, and trending varieties.

For example, enhance a traditional Caesar salad with a superfood boost by swapping romaine for kale (kale Caesar salad has grown 43% in side dishes over the past 4 years, according to Datassential MenuTrends). Or, put a premium spin on classic mashed potatoes by offering garlic whipped potatoes or potato purée, both of which are growing as side dishes.

For global inspiration, several trending side dishes offer the potential to engage with consumers' favorite global cuisines. For fans of Italian food, caprese salad (which has grown 86% as a side dish over the past 4 years, according to Datassential MenuTrends) can highlight fresh tomatoes and basil. For those who favor Mexican cuisine, elote has grown 57% as a side dish and features corn on the cob with mayo, chili powder, cotija cheese, and cilantro.

Taking off as sides, loaded tots and loaded fries present another opportunity for globally-inspired builds through produce additions. Think Mexican loaded tots with tomatoes, jalapeño peppers, sour cream, and queso, or Korean kimchi fries with scallions, cilantro, and aioli.

In terms of trend-forward versions of top produce in side dishes, broccoli and tomatoes are growing modestly, but have trending counterparts. While broccoli has grown 13% in side dishes over the past 4 years, broccolini (a hybrid between broccoli and Chinese broccoli) has grown 54%, mostly as a stand-alone veggie side (Datassential MenuTrends). Similarly, heirloom tomatoes are a top-growing component in side dishes. Take advantage of familiarity with a spin through these trend-forward hybrids and varieties.

DID YOU KNOW?

Cauliflower rice has grown 633% in side dishes over the past 4 years.



4-YEAR GROWTH IN RESTAURANT SIDE DISHES

Sauteed Asparagus	+100%
Heirloom Tomato	+100%
Spring Mix	+90%
Rapini	+86%
Roasted Eggplant	+83%

Building the perfect grab & go bundle

[SUPERMARKET NEWS.COM](https://www.supermarketnews.com)

Jul 14, 2022

Providing your customers with quick and easy access to the food you sell is a great way to keep them satisfied with your business.

Grab-and-go meals are premade and packaged so that your customers can quickly access the meal options your establishment has available.

As people are returning to in-person shopping, this is becoming a popular trend in the foodservice world because your customers can maintain their busy schedules while also having access to quick, easy, and convenient meals.

When you're putting together your grab-and-go options for your customers, you'll likely be thinking about how to best package these items, so they stay fresh until your customers are ready to eat them. Your chosen packaging should also showcase your food when it's on the shelves and after your customers leave your facility.

For example, if you prepare a pre-packaged sushi platter for your grab-and-go station, you're likely arranging the food so that it looks the most appealing to your customers.

If your packaging doesn't allow them to see the meal, your guests can't check that the food is prepared fresh and looks good.

The best foodservice packaging solutions for your ready-to-eat foods will have a combination of containers, cutlery, and bags so that the people that enter your facility can quickly decide on a meal and go about their day.

How Should You Package Your Grab and Go Meals?

Grab-and-go foodservice packaging should include everything that your customers need to quickly purchase and enjoy the food items you include on your menu.

When choosing which items to include in your grab-and-go bundle, you will likely want to include products that clearly display everything customers will need to enjoy each food option being offered.

Your grab-and-go packaging bundle should include:

- Foodservice Containers
- Cutlery Kits
- Carryout Bags
-

These items should be placed near the checkout station so that your customers don't forget to grab the items they need before they leave your facility.

Foodservice Containers

The foodservice containers that you choose to display the fresh food options your business has to offer should both prevent food spoilage and adequately showcase your high-quality products.

Your packaging should be compatible with a wide variety of items on your menu so you can minimize the number of different containers your facility is ordering.

For example, if you prepare both hot and cold foods, your business will benefit from choosing a container that can handle hot temperatures without warping or putting your customers at risk.

When exploring packaging options, there are a lot of different things you should consider, including:

- Shape
- Size
- Material
- Cost
- Sustainability
- Durability
- Performance

By considering these things, you will be able to choose foodservice packaging that offers great protection against food spoilage and best presents your food to your customers.

Continue reading [SUPERMARKET NEWS.COM](https://www.supermarketnews.com)



UPCOMING EVENTS:

October 27-29, 2022

IFPA Global Produce & Floral Show

Orlando, FL

www.freshproduce.com/events

Lipman will be at booth 3462!

December 1, 2022

The New York Produce Show

New York, NY

www.nyproduceshow.com

PRODUCE BAROMETER:

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

LIPMAN AT IFPA

SHOWING WE ARE GOOD FROM THE GROUND UP



Last Friday we participated in International Fresh Produce Associations' Food service show in Monterey.

Many stopped by to try our candied tomato samples and hear about why we are good from the ground up.