

SEPTEMBER 23, 2022

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your
weekly industry
updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

It's getting cooler in the East and things are slowing down for the TN/NC farms. Volume is on the lighter side and quality is mixed but this area should continue having fruit until first frost. Lipman's VA crops have been churning out light but steady numbers of rounds. The sizing profile has been a little smaller than the norm, with about 1/3 each of 5x6's, 6x6's, and 6x7's, but quality is looking good. We are forecasted to harvest crown picks for the next 2 weeks then finish up with some 2nds until mid-October. As the transition to FL begins, we'll see some tomatoes out of the Quincy area around the 1st of October, then Ruskin/Palmetto will kick in around October 20th. Looking to the West, round tomato volumes have been light in CA this week. Most growers, including Lipman, picked heavy last weekend ahead of the rain, leaving little to harvest for this week. Lipman will get back into fields in the next few days and pick back up (to some extent) until the season ends in mid-October. Most other growers will be gradually winding down and finish a little earlier than we do, so overall volume is on the downhill slide. Eastern Mexico has supply available in Jalisco and San Luis Potosi as new fields bring more volume and bigger sizes to the table. Baja's new fields in San Quentin and Camalu should improve the volume coming from Baja for the short term.

Hurricane Kay will affect the future production from Vizcaino which should have started in mid-October and is now pushed back to early November.

ROMA TOMATOES

Eastern roma production continues in the TN/NC mountains but things are starting to slow down as prior rains and weather have affected quality and yields and cooler temperatures are beginning to set in. We'll start to see some growers wind down over the next few weeks while others will continue until first frost. By early-mid October, production will shift back to FL where they will start light and build to seasonal volumes in November. There have been a few Canadian romas coming into the NE to help with supply, but these growers will be wrapping up soon as Fall temperatures set in. Western romas are available in WA, CA, and Mexico this week. The WA state program has been consistent with volumes and quality and will continue until first frost. Further south in CA, volume has been light over the

past week as there has been some rain in the primarily growing areas. Lipman did harvest nice-quality fruit from two different plantings/varieties and has had all sizing options available. East Mexico has multiple growing areas going (Jalisco, San Luis Potosi/Rio Colorado, Michoacán and Nayarit) and will remain supply into October. Meanwhile, Baja's fruit is predominately coming from San Quentin with additional acreage to start early next month from the same area. Overall supplies will be to the lighter side as we finish out September. The fall production from Vizcaino has been slowed/damaged by Hurricane Kay pushing back the start date from mid-October to early November.

GRAPE TOMATOES

There are still plenty of grape tomatoes in the East, but production has been lighter this week. Our VA crops will continue for another 10-14 days, then Lipman's production will transition to the Ruskin/Palmetto area. The TN/NC growers (as well as a few other areas) will carry on with declining volumes through the next few weeks, or until first frost. In the West, availability is better now that Baja growers have cleaned up and are back in the fields. There is some product available from CA and WA programs that will help bridge us through until newer crops get rolling. Central Mexico production crossing into Texas remains steady.

TOMATO ON THE VINE

Mexican growers have loads of TOVs available as the high-tech growers in Central Mexico are knee-deep in production. Some are hesitant to cross product into the US as demand has been weak, so a good amount of fruit is staying south of the border. Ontario houses have a good amount of product available, but there are some reports of mixed quality. Our Huron fruit is better than most though!

[CONTINUED ON THE NEXT PAGE](#)



GREEN BELL PEPPERS

With MI winding down and other areas like NJ, NY, NC, KY, etc. not far behind in the process, the Fall bell pepper transition is underway in the East. SC has started new fields and a few growers in GA will harvest the first fields this weekend. As older crops fizzle out, new ones are taking their place, so bell pepper availability is holding fairly steady this week. Quality is overall pretty good, but it wouldn't be surprising to see a few issues from some of the older fields and plantings. In the West, both CA's supply out of the Gilroy/Hollister area has slowed down from the recent heat wave and the weekend's rain has delayed harvests earlier in the week. The WA state program continues to have steady supply and is able to cover the local business. Looking ahead, we should see the CA desert get started in the next few weeks which will hopefully bridge the gap until Sonora gets started in November.

CUCUMBERS

MI has a few late fields yet to harvest, but cucumber volume has slowed considerably at this point. There is still some fruit coming out of NY and a few other local areas up to the north, but they too are in the last of the cucumber season. NC and GA are now the spots to find volume. GA got started in a light way last week and will gradually be ramping up over the next week as more farms begin harvesting. Our Eastern NC program has been in a lighter spot over the past week as we had a slight gap between plantings, but we anticipate strong harvests for the next two weeks new fields get rolling. Quality from the newer crops is good and there haven't been any issues reported. In the West, there's a little more product this week than last, as Baja growers are back into the fields that have been impacted by the recent storm. However, there are some slight shape and quality concerns (mostly scarring) that could persist for the next few weeks. There's also some limited volume in Central Mexico but overall supply could remain snug until Sonora gets going in mid-October.

YELLOW & ZUCCHINI SQUASH

Cooler weather is helping to bring an end to the squash season for farms in MI, NY, NJ, and the like. However, Eastern NC, GA and North FL have enough new Fall crops online to pick up the slack and supply is moderate to strong. As is the norm, there's a little less yellow around than zucchini, due to both acreage and quality. We expect to have product from our Eastern NC program for another 2-3 weeks before giving way to the GA and FL programs. In the West, Santa Maria has slowed down a notch due to rain so availability is on the lighter side this week, especially on good-quality yellows. This area is expected to go a few more weeks before winding down the season. We have seen minimal amounts crossing in Nogales this week and expect that volume to gradually grow over the next 7-10 days as more growers come online.

EGGPLANT

There's plenty of eggplant available in the East. As older fields continue production and newer areas start back for the Fall, good-quality eggplant can be found in several states. As for the West, the Selma/Fresno area continues to be lighter on eggplant supplies. Lack of water and less acreage has really kept the western market snug. We continue to see quality issues with decay and liver spotting from going through high heats and then rain on the fields. Overall we can expect

supplies to continue, in a light way out of Fresno/Selma through September, and weather permitting into October as well. Wapato, WA continues with decent supplies, along with strong quality. Weather permitting, this will continue through the first frost/fall. We're now hearing some updates that the Mainland Mexico/Culiacan deal could get started as early as Oct 17.

GREEN BEANS

There are still a few beans coming out of MI and NY, but the bulk of supply has started moving South. VA is online with moderate volumes and GA growers are now adding to the mix. The earlier Fall plantings in GA are expected to be light due to prior weather during the planting cycle. Overall quality has been good from all areas. As for the West, CA growing districts continue to see limited volumes, and the recent rain event hasn't helped. There's local product in WA state where they should stay relatively steady for a few more weeks before ending the season.

CHILI PEPPERS

Eastern chili pepper production continues to be in a fragmented state with small pockets of product here and there throughout active growing areas. MI and other areas are nearing the end of the season, but we should see some of the first GA chilies by the first of October. In the West, Central Mexico growers have been covering much of the demand and they've had some serious weather issues. Now Baja has experienced Hurricane Kay and crops were definitely impacted. The chili that took the hardest beating was the tomatillo. The outside of the husk looks good but the inside has a lot of cracking and decay. It'll be a couple weeks before we see better quality on the tomatillo. All the other chilies were also affected by the rains so we'll see quality issues there as well.

MINI SWEET PEPPERS

Mini sweet peppers have become a tough item in terms of supply. Minis took a major hit with the hurricane. A lot of plantings were heavily affected by the rains and the quality issues will linger and the plants themselves were damaged as well due to the high winds and excess water. Any new crop got scratched and bruised. As of today, mini sweets are in the hands of 2 shippers from Baja and 1 CA local grower but they're only in for a few more weeks. Supply will stay very limited the rest of the season until Nogales starts, which isn't scheduled to get underway until November if all things go well. We will continue to see a decline in mini supply as the lingering side effects of the hurricane hit the plants. There are some minis in Central Mexico, but much of that product is spoken for so it isn't much help. Canada has a limited amount of fruit but they are on the downhill side of the season and will wrap things up shortly.

ORGANIC GRAPE TOMATOES

We're starting to see lighter production out of Baja due to the rain. We are expecting supply to firm up going forward as yields will be down and there will likely be quality issues.



NEWS IN THE PRODUCE INDUSTRY

Advocating, connecting and guiding: A Q & A with the IFPA

By WGB Staff
Sep. 21, 2022

WINSIGHTGROCERYBUSINESS.COM

It was less than a year ago that the International Fresh Produce Association (IFPA) became official, following the union of the former Produce Marketing Association and United Fresh. The group represents the entire fresh produce and floral supply chains and is in the midst of preparing for its Global Produce & Floral Show, to be held Oct. 27-29 in Orlando.

Winsight Grocery Business posed some questions to IFPA Chief Strategy Officer Lauren Scott about what the industry association has been up to and where it's headed.

WGB: Can you offer some highlights of what IFPA has been up to since the organization formed?

Scott: Simply put, a lot. Our focus has been advocating, connecting and guiding our membership and industry every day since we launched on Jan. 1. Our advocacy efforts manifest in our year-round work with policymakers and regulators on issues like food safety, immigration reform, supply chain, organics and nutrition. We provide opportunities for our members to connect, both domestically and globally, across a diverse portfolio of in-person programs as well as virtual offerings like our weekly town halls and podcasts. We help guide our membership by sharing solutions and insights across a number of topics that can spark conversation and new ideas. We educate our industry on the world and the world on our industry. It's an exciting time at IFPA and we are just getting started.

WGB: Can you tell us some things to note at the conference in October?

Scott: First, I hope everyone has registered for this historic event. October will see the debut of the IFPA Global Produce & Floral Show where we'll bring together the entire global fresh produce and floral supply chain. The show welcomes produce and floral industry leaders, subject matter experts across all areas of impact including food safety, technology and more. We will deliver a transformative experience that provides value, connections, and opportunity for everyone across the industry no matter their role or their company's size, products or location. What I am most looking forward to is our community coming together in person in Orlando this year for the show.

WGB: Is this organization doing any new/different things than the previous trade associations?

Scott: Yes! One example is our Fresh Fields Catalyst technology accelerator program, which aims to bring the best technology in the world to the best industry in the world. Guests at the global show in October will have an opportunity to meet and see these innovations during the expo. We have some other projects currently in development so please stay tuned.

WGB: What are the major pain points for fresh produce suppliers right now?

Scott: There are pressures from so many directions happening constantly, but the industry is resilient and believes in the work we do. In general, inflation and labor are affecting all points of the global supply chain and driving business costs up. In terms of food inflation, it remains extremely high, and consumers are feeling the pain. They are making changes to their restaurant engagement as well as their grocery purchases, according to our Produce MarketWatch monthly report. We do proprietary research for our members, and in an August survey, we found 81% of primary grocery shoppers in American households bought at least one restaurant meal in August, with the highest restaurant penetration among Gen X, at 85%. This means that restaurant meals are not off the table, but consumers are more strategic about when they eat out versus order in, as well as what they order. We also found that a third of Americans are having difficulty affording needed groceries. Additionally, 43% of American households say their financial health is strained, nearly the same number as the 45% who say their financial situation is a lot or a little worse off than a year ago. This is why our members value the timely insights IFPA provides to help them ensure their products offer solutions to consumer challenges.

[Continue reading](#)



NEWS IN THE GROCERY WORLD

Building sustainable grocery departments

[WINSIGHTGROCERYBUSINESS.COM](https://www.winsightgrocerybusiness.com)

By WGB Staff on
Sep. 16, 2022

Retail foodservice's star has shone brightly for grocers in 2022, with on-the-go consumers hungry for easy meal solutions that promise fresh—even craveable—tastes at price points lower than a restaurant meal. Some 90% of food industry executives surveyed by FMI – The Food Industry Association and Deloitte identified fresh meal solutions as an important growth segment for their companies this year.

But that growth brings with it questions about the environmental impact of all of those single-serve, separately packaged and bagged-together prepared offerings and the energy resources needed to hold them at the right temperature in refrigerated cases. WGB takes a look at what a range of grocery retailers, from independents to the biggest names in the business—are doing to keep sustainability in focus in retail foodservice.

[read more here](#)



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	Steady
Cucumber	Good	Higher
Eggplant	Varied	Steady
Green Beans	Good	Steady
Chili's	Varied	Higher
Squash-Hard	Good	Steady
Squash-Soft	Good	Lower
Tomatoes	Good	Steady

YUMMY FALL RECIPE: TRADITIONAL GREEK FASOLAKIA

2 tbsp. (30 ml) extra virgin olive oil
1 large yellow onion, diced
3 cloves garlic, roughly chopped
5 cups of green beans
3 medium-sized potatoes, cut into quarters then halved
1/2 cup (30 g) fresh parsley, roughly chopped
1/4 cup (30 g) fresh mint, roughly chopped
2 (13.5-oz [398-ml]) can of roma tomatoes, unsalted
1-2 tbsp. Vegetable stock paste
1 tsp coconut sugar
1/2 tsp tomato paste
boiling water to cover the mixture
1 tbsp. Sea salt
1 tsp black pepper
Serve with bread and feta of choice.

[Read the directions here](#)

