



MARKET UPDATE

Tomatoes: With South Florida farms on the tail end of round tomato crops and the Ruskin area just beginning to dwindle in, larger fruit is on the short side this week. Overall volume is lighter, but adequate to meet market needs. Sizing will improve when Ruskin/Palmetto fully gets going in another 7-10 days. Roma and grape tomato supplies are also lighter in volumes during the transition period. Quality remains good on all varieties.

Although Mainland Mexico expects to harvest rounds through May, the seasonal decline in size has begun. Expect volumes and sizing to decrease gradually over the remainder of the season. Roma tomato supply is lighter this week out of Mainland Mexico, but a few Baja growers are starting in a light way. Grape tomato numbers are steady from Central Mexico, declining out of Mainland Mexico, and just beginning in Baja. For all varieties, good quality is available but there are some rougher lots crossing as well.

Bell Peppers: Florida farms are harvesting a mix of old and new crops, which is bringing adequate numbers of choice and jumbo fruit to market, but little in between. Extra-large sizing is especially hard to come by this week. Overall quality is okay, with some misshape and scarring concerns on pepper that has been through weather during the growing cycle. In the West, Mainland Mexico has good volumes and quality available on bell peppers although retail sizing (XL) is short. The California desert has just begun scratching fields and should bring more volume to market next week as more growers add to the mix.

Cucumbers: Florida farms continue to offer good quality and steady production on cucumbers. The West has fruit available from two areas: Mainland Mexico, which is now

working Spring crops, and Baja where volumes are just beginning to increase. Quality and condition are very nice from both areas.

Summer Squash: Western markets are sourcing squash from the Hermosillo, Mexico area where growers continue with solid production and good quality. Florida's squash supply is not heavy, but adequate. Quality is hit and miss out of older crops in South Florida but nice out of Plant City's new fields.

Green Beans: After a flush last week, Florida bean growers are coming up short this week. Quality is average with beans coming from both the lake and Homestead areas. Western bean supply has become lighter as production begins the transition from Mainland Mexico to the California desert.

Eggplant: After months of abundant volumes, eggplant supply has lightened up in both the East and West this week. Florida farms are further into the crop cycle, and have more choice than fancy fruit available. Mainland Mexico shade house growers have experienced heat-related sizing issues, which has limited overall volume. Availability should improve when the California desert begins harvests later this month.

Chili Peppers: Mexico's quality chili production is concentrated in Sinaloa this week, as Sonora gaps and deals with scarring, size and shape concerns on the available fruit. South Florida has decent supply of jalapenos but is coming up shy on some of the other chili varieties. Look for Plant City to beef up Eastern volumes in another 10-14 days when they get started.

Hard Squash: With growers starting early this year, Mainland Mexico looks to be winding down hard squash production ahead of schedule. Quality has become challenging as crops show their age.

TRANSPORTATION FACTS

* After several weeks of little movement, the National Diesel Average jumped \$.02 this week, moving from \$2.53 to \$2.55 per gallon.

* The average price for a gallon of diesel fuel is \$.44 higher than the same time last year.

* Prices rose in all reporting areas this week, with the most notable coming from New England where diesel price increased almost \$.04 per gallon.

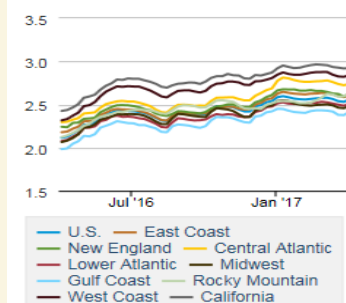
* California remains the high price leader for diesel fuel at \$2.92 while the Gulf Coast region continues to offer the best bargain at \$2.41 per gallon.

* The WTI Crude Oil price eased up another 3.3% this week, moving from \$49.51 to \$51.15 per barrel.

* Transportation is in good shape this week with the majority of areas reporting adequate or surplus availability of trucks.

On-Highway Diesel Fuel Prices

(dollars per gallon)



eia Source: Energy Information Administration

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AN APPLE A DAY

Crush Your Junk Food Cravings in 8 Easy Steps

By: Alissa Rumsey, www.usnews.com, March 21, 2017

It starts with just a handful of chips. Then, you reach for a few more. The next thing you know, you've finished off the entire bag and are left wondering, "Where was my willpower?"

Bet you don't have that problem with carrots and hummus. And here's why: Manufacturers of chips, cookies and other "junk" foods use a combination of salt, sugar and fat to create a food product "bliss point" so that it triggers the brain's pleasure center much the same way cocaine and other drugs would. (Carrot farmers, meanwhile, do not.) In effect, junk foods trigger addictive behavior so that the more you eat, the more you crave. In other words, junk food addiction isn't just due to a lack of willpower.

While the occasional bag of chips or chocolate chip cookie can fit into a healthy diet, junk food cravings can become a problem if you struggle with them on a daily basis. The good news is you can change your eating patterns and food choices to get a hold of your cravings. Here's how:

1. Know your trigger foods.

We all have foods that trigger overeating. For me, it's chocolate chip cookies – I can never eat just one. Identify your trigger foods and keep them out of your house. Love ice cream? Enjoy it only if you go out for dessert, rather than stocking your freezer with pints. Do chips constantly call your name? Save them for a night out at your favorite Mexican restaurant. Keep these foods out of sight, out of mind.

2. Stock up on healthy foods.

Plan your meals and snacks so that you always have

healthy food on hand. Fill your fridge with fresh fruits and vegetables, and stock up on healthy snacks such as nuts or seeds, whole-grain crackers and cheese sticks. When you have ready access to a high-protein lunch or a veggie-based snack, you're less likely to reach for junk foods or be influenced by the doughnuts your coworker brought to the office.

3. Eat consistent meals.

When you go too long without eating, your blood sugar drops, which can cause cravings. Plus, the hungrier you are, the less likely you'll be to make a healthy food choice. Eat consistent meals every five to six hours throughout the day to keep your blood sugar stable and lessen cravings.

4. Balance your plate.

Take a look at your diet and make sure all of your meals have plenty of protein, fiber and fat. These nutrients help to slow down digestion, stabilize your blood sugar and keep you full and satiated longer. Good protein sources include eggs, Greek yogurt, cottage cheese, legumes, fish or lean meats, and high-quality fat comes from foods like nuts, seeds, oils and avocados. Fill the rest of your plate with vegetables, fruits and whole grains to get plenty of fiber.

5. Practice the five-ingredient rule.

Most foods that we consider "junk" tend to have long ingredient lists. Cut back on unhealthy, highly-processed foods by aiming to fill at least 80 percent of your grocery cart with whole, real foods (such as fruits and vegetables), and the rest with foods in packages containing five ingredients or less.

6. Develop a new routine.

When you're in the habit of eating junk food, cravings can worsen. If you always have dessert after

dinner, eating an evening meal will cue you to have something sweet. Break these junk food habits and develop new routines. If dessert is your thing, try eating fruit after dinner or going for a family walk. Mid-afternoon slump causing cravings? Create a new routine that doesn't revolve around the pastries at the coffee shop. The more you practice these new habits, the more easily you'll forget about junk food.

7. Manage stress levels.

Food cravings often occur in response to stress. Sure, you really *like* the taste of cupcakes, but you're much more apt to grab one when you are sad, upset or stressed. Once you realize the craving is stress-driven, find an alternative to food to manage your stress. Go for a brisk walk, take a few calming deep breaths or call a friend to vent.

8. Get to bed earlier.

Skimping on sleep sets up your brain to make bad decisions – unhealthy food choices included. Plus, inadequate sleep activates the reward centers in your brain, which can make junk food cravings worse. While you might be able to ignore those cravings when you're well-rested, a sleep-deprived brain will have trouble turning down that second piece of cake. Aim to get at least seven to eight hours of sleep a night.





LIPMAN IN PICTURES

Congratulations to Justin Rains on both the birth of his baby girl AND winning the March Lipman Photo Contest! Thanks to our other finalists for the great photos.



Precious Crimson Queen
Submitted By: Justin Rains



Ava Making Fresh Pico with Lipman Tomatoes
Submitted By: Leetha Reynolds



Farm Center Ladies Supporting ACS with Lipman Bling
Submitted By: Yumna Abueluf



Mmmm, Mmmmm Mini Sweet Pepper Crop
Submitted By: Scott Rush

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Steady
Cucumber	Good	Steady
Eggplant	Fair to Good	Steady
Green Beans	Fair to Good	Higher
Jalapenos	Good	Higher
Onions	Good	Steady
Squash	Fair to Good	Steady
Tomatoes	Good	Steady



APRIL CALENDAR

All Month
National BLT Month
Second Week
National Garden Week
April 12th
Grilled Cheese Sandwich Day
April 13th
National Make Lunch Count Day
April 15th
Easter

Estero, FL Weather

Fri Apr 7	Sat Apr 8	Sun Apr 9	Mon Apr 10	Tue Apr 11
75°F	73°F	81°F	81°F	82°F
55°F	55°F	61°F	64°F	63°F
N 17 MPH	NNE 9 MPH	NE 7 MPH	E 9 MPH	ENE 10 MPH

KEEP YOUR EYE ON THE CONSUMER

Quality Ecommerce Experience Crucial for Retaining Online Shoppers

www.progressivegrocer.com, February 1, 2017

It's good news for ecommerce-ready grocers that more consumers are expected to order groceries online in 2017. However, what many of these retailers might not realize is that the majority of online grocery shoppers show a willingness to switch to the competition if provided with a better e-commerce experience.

According to "2017 Grocery eCommerce Forecast," a new report made in partnership between Toronto-based digital grocery platform provider Unata and Barrington, Ill.-based retail consultancy Brick Meets Click, one in three (31 percent) U.S. shoppers is willing to purchase groceries online in 2017, up from just one in five (19 percent) the previous year, and four in five (80 percent) who purchased groceries online in 2016 plan to do so again this year. These findings were showcased in a Jan. 31 Brick Meets Click webinar.

But just having an ecommerce option for shoppers doesn't mean automatic success: Such an option also needs to be intuitive and easy for shoppers to use. Some 68 percent of those who shopped online last year for groceries said that they're "somewhat" or "very" likely to switch grocers if one offers a better online shopping experience – one that's quick, easy, convenient and enjoyable. Additionally, food retailers run the risk of losing ecommerce shoppers if they don't even market the service properly to begin with: Of those who didn't shop for groceries online last year, two in five (41 percent) said that they didn't even know whether their preferred grocers offered online ordering.

To create and communicate a better ecommerce experience, food retailers should consider:

1. Offering easy-to-find products and deals

Half (50 percent) of shoppers in 2016 who never made a second online grocery order said that they didn't because they couldn't easily find the products they sought, while 45 percent said that they didn't because they couldn't find as many deals online as they could in stores.

2. Personalizing offers, sales and product suggestions

One in three (31 percent) shoppers said that they would switch grocers for personalized offers based on what they buy. Additionally, one in five each said that they would do so for a personalized version of the weekly ad (21 percent) or for personalized product suggestions based on preferences (20 percent).

3. Providing a digital weekly ad

Almost one-third (30 percent) of shoppers said that they would enjoy viewing the weekly ad online in 2017.

4. Giving digital coupons

More than one-quarter (29 percent) of shoppers said that they would enjoy browsing and clipping digital coupons online in 2017.

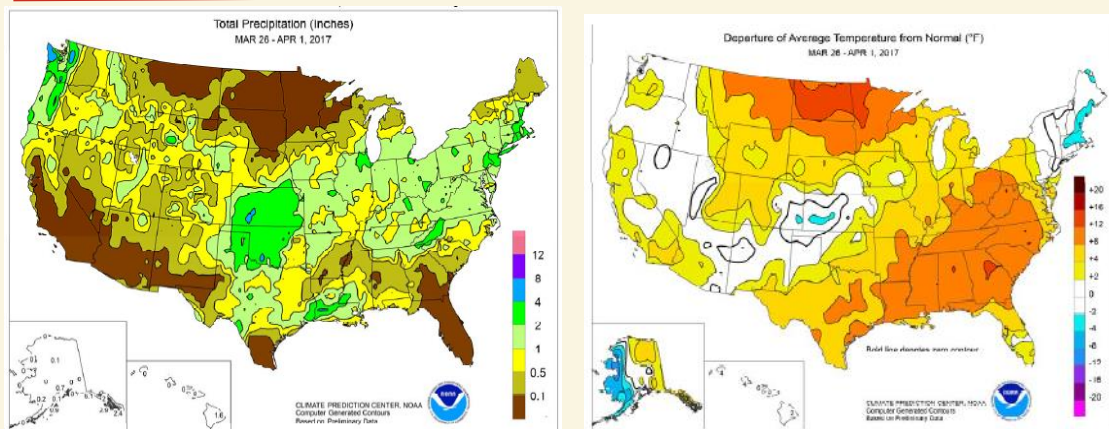
5. Having "fast food"

One-quarter (25 percent) of shoppers said that they would switch grocers for one-day delivery, while about the same (24 percent) said that they would do the same for same-day delivery. The same (24 percent) number said that they're unlikely to shop online in 2017 because they don't want to wait for their groceries.

"Our annual 'Grocery eCommerce Forecast' was created to help our network of retail partners and the industry at large better understand the digital grocery landscape," said Chris Bryson, Unata founder and CEO. "Given the rapid shopper adoption and appetite to switch for a better online experience, it's clear that a retailer's digital experience is quickly becoming the most critical tool for differentiation, retention and, ultimately, growth."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

Wendy Liebmann: Rethinking Retail for a New Shopper

www.progressivegrocer.com, March 29, 2017

Retailers seeking to survive in an evolving landscape must better understand and cater to a new breed of shoppers, according to Wendy Liebmann, chief executive officer of WSL Strategic Retail.

"In even just a year, the American shopper has changed dramatically," Liemann said Tuesday, during a keynote session at the Shopper Marketing Summit in New York. "We need to rethink the way we do our business."

Although there are now more places to buy than ever before, brands have fewer places to sell, with the average number of channels that shoppers utilize dropping for the first time in years.

"[The shopper] is starting to pull back because they're making different choices," said Liebmann, who characterized the modern shopper as a "shopping goddess," who makes faster trips in stores and more frequent ones outside traditional channels, opting instead for models such as subscription services and click-and-collect. in all the places she wants to be in?"

Shoppers today are also less loyal to brands and disillusioned by the lack of perceived differentiation in categories, feeling that most retailers are mediocre at best. Touting "new and improved" products and offering basic price promotions will no longer win over shoppers, who care less about "stuff" and more about achieving happiness.

"If we're in the stuff business, we need to build that proposition around the value she's looking for," Liebmann said. According to Liebmann, shoppers are more willing to pay for:

- Experiences and products that reduce stress in their lives.
- Healthy products that improve their well-being.
- The opportunity to make discoveries in stores and receive a customized experience.

To drive growth, retailers also need to develop dynamic strategies and programs that meet the changing daily needs and personas of shoppers, who can no longer be viewed through a singular lens.

MARK YOUR CALENDAR & PACK YOUR BAGS!

May 16-17, 2017

PMA's Executive Leadership Symposium
Omni Dallas Hotel at Park West
Dallas, TX
www.growingtalentbypma.org

June 13-15, 2017

United Fresh 2017
McCormick Place
Chicago, IL
www.unitedfresh.org

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