

# On The Horizon

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## Market Update

**Tomatoes:** Virginia's Summer season will wind down over the weekend, forcing the Eastern market to look to smaller, regional deals for round, roma, and grape tomatoes. With slightly less acreage of all varieties in the ground, supplies will be a little tight until Fall crops get started in September. Overall quality can best be described as average.

With water concerns in both California and Baja, overall tomato production is down in the West. Many growers have either planted less fruit or spread plantings out further than usual, ultimately reducing volume in the market. Despite these factors, quality remains good on rounds and romas, with the best availability on larger sizes. Baja's grape tomato volume has lightened up, as growers are picking older crops and waiting for Fall plantings that will come off around Labor Day. California is also reporting light production, as volume and quality have been affected by spells of extreme heat.

**Bell Peppers:** Finally, the East has a solid supply of bell peppers. Good volumes are coming from Michigan, New York, and several local deals. All sizes are available and quality is very nice. With three major production areas in season, California is now seeing steady volume and good quality on bells also. Larger sizes are more readily available as many growers are in crown picks.

**Cucumbers:** Baja growers are already cycling out of Summer production and don't expect to begin Fall blocks of cucumbers until the first part of September. This leaves the West short on volume and quality for a few weeks. In the East, Michigan and New York growers are experiencing skips in production due to rain during the planting cycle. Volume is light and quality is marginal.

**Eggplant:** Michigan is just beginning to scratch the surface of the eggplant crop, shipping very limited volume thus far. Heat and rain in local growing areas like New York and New Jersey have also reduced production numbers, leaving the East quite short on eggs. In the West, growers in California's Central Valley have trimmed plants back, which has temporarily reduced production. They expect to see better yields starting next week.

**Summer Squash:** While zucchini squash availability is improving in the East, yellow squash remains fairly short. Quality varies by lot and grower, but is fair to good throughout the market. Water issues have affected Western squash production and limited available volumes. The market could remain tight until September, when the Fresno area begins harvesting.

**Chili Peppers:** With Baja's production off and California's volume affected by water supply, jalapeno peppers are short for Western buyers.

## Transportation Facts

\*The National Diesel Average dropped another \$.05 this week and now stands at \$2.62 per gallon.

\*The average price for a gallon of diesel fuel is \$1.23 lower than the same time last year.

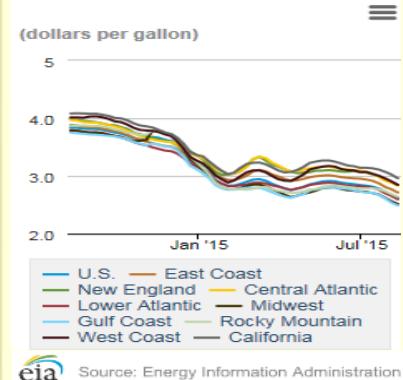
\*Fuel prices declined in all areas of the country with the most significant decrease in California (down \$.064).

\*California wins the award for the highest-priced diesel fuel of the week at \$2.96, despite a significant price drop. The fuel bargain can be found in the Gulf Coast region where the price is \$2.49 per gallon.

\*The WTI Crude Oil Price is still falling and now stands at \$43.08 a barrel, a 4.6% decrease from last week's \$45.15 price.

\*Transportation availability is solid throughout the country, with slight surpluses in select areas.

### On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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## Restaurant Industry News

### CONSUMERS HUNGRY FOR MORE RESTAURANT TECHNOLOGY

By: Bret Thorn, [www.nrn.com](http://www.nrn.com), August 7, 2015

Technology has changed the way we communicate, how we work, how we get entertainment, and it could have much more of an impact on how we eat, according to a survey by OpenTable.

The online reservation service asked more than 6,000 adults in 10 United States metropolitan areas about how they use technology before, during and after a restaurant meal and found that many were hungry for more tech, especially at limited-service restaurants.

Most of the survey respondents, 76 percent, all of whom had made at least one reservation through OpenTable in the past year, said they believed technology had the potential to play a "much bigger" or "somewhat bigger" role at limited-service restaurants.

Fewer people saw technology's fit for higher-end experiences. Just 12 percent said they saw technology playing a "much bigger" role in fine dining, although an additional 34 percent said they saw it playing a somewhat bigger role.

#### Before eating out

Still, most consumers engaged with the information cloud on some level before visiting full-service restaurants. Obviously all of them at least occasionally made reservations online, and 88 percent said they did so frequently.

Other pre-visit activities include:

- Finding restaurants: 87 percent
- Looking at menus: 86 percent
- Reading diners' reviews: 60 percent

- Reading professional critics' reviews: 48 percent

There are other things consumers said they'd like to do online before visiting restaurants. Although many restaurants are working on allowing customers to pre-pay for their meals or order in advance, their customers have other priorities:

- Know how long the wait for a table is: 85 percent
- Add yourself to the waitlist before arriving: 83 percent
- Choose your table: 68 percent
- Pre-order cocktails or wine: 19 percent
- Pre-order the meal: 14 percent
- Pre-pay for the meal: 12 percent

On-table touchscreens are now an accepted part of restaurant life: Over half of respondents, 55 percent, said they have used them to place an order, and four out of five of them said they liked them or were neutral about them.

Far fewer, (15 percent) have used the devices to alert wait staff, or reorder food or drink (12 percent), but 40 percent said they like the idea of a button to alert waitstaff and 38 percent said they'd like to use the devices to reorder. Only 13 percent have tried mobile payments and most found that positive or neutral, but 46 percent said that, although they've never tried to use a phone to pay, they like the idea.

#### After the meal, they're pretty much done with you

"Once the check is paid, we see a dip in technology usage for

dining-related actions," OpenTable reported.

The most common activity, done by just 18 percent of respondents, is to interact in some way with the restaurant's loyalty program. Other than that, they:

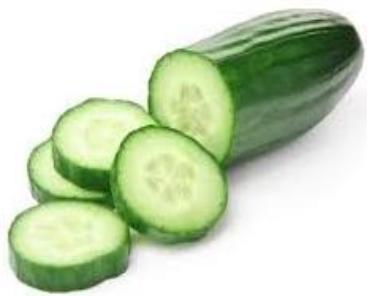
- Coordinate post-meal plans: 17 percent
- Share their experience on social media: 15 percent
- Post a review on a public site: 13 percent
- Order transportation from the restaurant: 11 percent

Although around one in eight respondents said they post a review, "as mentioned earlier, many more will access those same reviews prior to their next dining experience," OpenTable's report said. "Given the potential influence, it's worth encouraging your guests to review their good experiences and let you know directly if things can be improved."

Working on an app for your restaurant? Most customers — 56 percent — said they don't want it. They said they are "very unlikely" or "unlikely" to download an app for an individual restaurant. Just 6 percent say they are very likely to download it.

They say they don't want to use their phone's storage space and prefer apps that aggregate information from multiple restaurants.





## THE TOP TEN Facts About Cucumbers!

Cucumbers are a fun way to remain healthy and glowing. Protect your skin with them and consume them for some health benefits. Here are some interesting cucumber facts you ought to know:

1. Cucumbers originated in India around 3,000 years back.
2. Cucumbers contain insoluble and soluble fiber that helps you feel full and also lowers bad cholesterol in your body!
3. Cucumbers have 90% water content and help relieve puffiness in your eyes while moistening and cooling them. This is why they are used on your eyes at the spa!
4. They are rich in antioxidants, potassium, vitamin A, vitamin K, magnesium, iron and a lot more minerals. Vitamin K has bone strengthening properties. Thus, cucumbers are a great way to build your bones!
5. Cucumbers are low on calories and saturated fats.
6. They are known to remove cellulite and wrinkles. So the next time you are looking for a solution for your cellulite, you know what to do!
7. Rubbing a cucumber slice on your bathroom mirror will help you get rid of the fog and liven up the place with a spa like fragrance.
8. Because of their diuretic property, cucumbers help in checking weight gain and high blood pressure.
9. If you eat cucumber slices before going to bed, you will wake up feeling fresh and headache free!
10. If you rub a fresh cucumber over your shoes, they will get a quick shine that will also repel water.

### PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Lower
Cucumber	Fair	Higher
Eggplant	Fair to Good	Steady
Green Beans	Fair to Good	Steady
Lettuce-Iceberg	Fair	Higher
Jalapenos	Varied	Higher
Onions	Excellent	Steady
Potatoes	Good to Excellent	Steady
Squash	Fair to Good	Higher
Tomatoes	Good	Higher



### August Calendar

#### All Month

Family Meals Month

#### Third Week

Minority Enterprise Development Week

#### August 15<sup>th</sup>

National Relaxation Day

#### August 19<sup>th</sup>

National Hot & Spicy Food Day

National Potato Day

### Thorofare, NJ Weather

Thu	Fri	Sat	Sun	Mon	Tue	Wed
 82°F 70°F WNW 6 MPH	 88°F 70°F SSW 7 MPH	 90°F 72°F S 6 MPH	 90°F 73°F S 3 MPH	 90°F 73°F S 7 MPH	 91°F 75°F SSW 7 MPH	 91°F 70°F S 6 MPH Precip 40%
Averages 86°F/69°F	Averages 86°F/68°F	Averages 86°F/68°F	Averages 86°F/68°F	Averages 85°F/68°F	Averages 85°F/68°F	Averages 85°F/68°F



## News in the Grocery Trade

### IMPULSIVE MILLENNIALS PUT GROCERS TO THE TEST

By: Arielle Sidrane, [www.groceryheadquarters.com](http://www.groceryheadquarters.com), August 11, 2015

Revamped grocery store environments and new food shopping formats prove that Millennials are having a profound impact on the food shopping landscape. According to the report, *Food Shopping in America*, by MSLGROUP and The Hartman Group, Millennials' food purchase decisions are driven by their unique consumption patterns, constraints on budget and spontaneity. These factors differ from older generations and offer brands major challenges and big opportunities to attract these shoppers.

"Millennials are more spontaneous and adventurous than previous generations in their interactions with food and beverage," says Laurie Demeritt, CEO of The Hartman Group. "Millennials' strong ties to technology and new ways of engaging with food and beverage occasions make this generation's shopping and dining habits worth watching, not just for clues about what young adults want but for ways that Millennials are influencing changes across generations."

The report finds that traditional grocery's less differentiated positioning is gradually losing ground to the better value and convenience often found in mass/super channel. Among Millennials, mainstream grocery's position is particularly precarious. Less than 10 percentage points separate the two channels (63 percent of Millennials shop at mass/super vs. 69 percent at mainstream grocery). Millennials are also more likely than older generations to shop two or more stores on each visit to purchase all of the items they need.

"Brands must adapt to connect directly with the Millennial shopper," says Steve Bryant, MSLGROUP director of food and beverage marketing. "Millennials value companies that are authentic and transparent, and are more willing to connect with companies that try to address their needs. Marketing efforts should focus on carefully tailored, personalized communications, with a focus on both convenience and affordability."

#### Budget Limits Choice

Millennials face more budget constraints than Gen X or Boomers+. Nearly half (49 percent) said household budget limitations were the top issue making shopping more difficult. Millennials' median household income (\$37.5K) is significantly lower than that of Gen X (\$62.5K) or Boomers+ (\$72.5K).

#### Connect with Millennials on Mobile Devices

Millennials are active and connected shoppers – most (70 percent) use their mobile devices while shopping for tasks like checking a shopping list kept online or on their device, contacting another family member, searching for a coupon and finding a recipe. This creates an opportunity for brands to connect with them via mobile commerce.

#### Personal Recommendations are Key

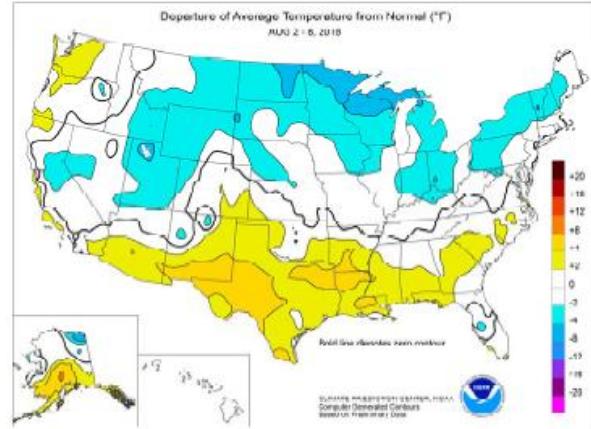
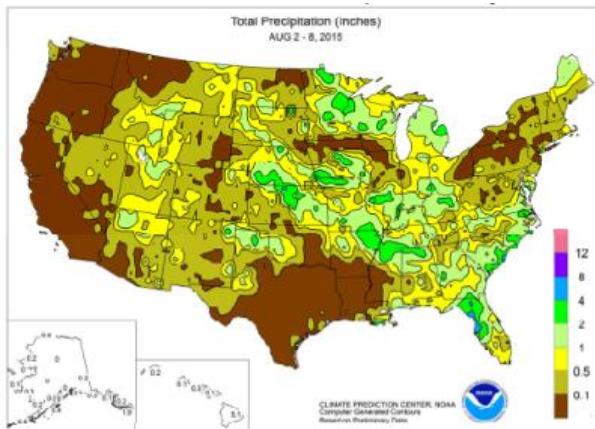
While price has the most impact on Millennials' food choices, they also highly value personal recommendations from friends and family as well as peer reviews when making purchase decisions. Personalized marketing efforts that leverage referrals from Millennials' own social networks will be more effective than endorsements from an outside source.

#### Unique Mix of Items in Their Cart

Millennials tend to purchase a unique mix of prepared, convenience items, such as frozen pizza, as well as specialty items, such as baby and pet foods, organics, dairy alternatives and sports drinks.

### NATIONAL WEATHER SPOTLIGHT

#### Weekly Precipitation and Temperature Deviation





## An Apple a Day GIVING BABIES HEALTHY FOODS EARLY MAY SHAPE CHILDHOOD TASTES

[www.foxnews.com](http://www.foxnews.com), August 7, 2015

Young toddlers who eat a range of fruits and vegetables may learn to enjoy healthy eating as they grow older, an Australian study suggests. Researchers found that 14-month-old babies who regularly ate fruits and vegetables were more likely to eat them and less likely to be fussy eaters when they were nearly four years old.

"The take-home message for parents is pretty simple: introduce your toddler to a range of healthy foods early . . . this means offering your child a variety of different fruits and vegetables," said lead author Kimberley Mallan, a researcher at the Institute of Health and Biomedical Innovation, Queensland University of Technology in Brisbane. "Children need to learn to like some foods, particularly vegetables, and repeated, neutral exposure is the best approach," she said. Food preferences are developed as early as the first two years of life, Mallan and colleagues write in *Journal of the Academy of Nutrition and Dietetics*. But up to a third of children do not eat fruits and vegetables in their first three years and most eat unhealthy snack foods, according to past research.

About a fourth of Australian children and nearly a third of American youth are overweight or obese, the authors note. The researchers compared the dietary habits of 174 children whose mothers received nutrition counseling to 165 who did not. All were part of a larger Australian study of mothers and children from Brisbane and Adelaide, starting in 2008 and 2009.

Dietitians and psychologists counseled the mothers in six 1.5- to 2-hour interactive group sessions every two weeks. Data on babies were collected at birth, age four months and age 14 months, with follow-up at two years and 3.7 years. Researchers used various scales and questionnaires to measure the number of fruits and vegetables and "noncore foods" the children tried weekly at each age. Noncore foods are not in the "core" food groups like milk, which babies and young kids should consume every day, according to nutrition guidelines. They include cookies, candy, salty snacks and other less-healthy foods.

Both groups of mothers had about the same number of fussy kids at age 14 months. The babies who tried a greater number of fruits and vegetables liked these foods more at 3.7 years than those who did not eat the items when they were younger. Eating a greater number of noncore foods as an infant was also associated with liking those snacks more as a 3.7-year-old.

Lara Field, a registered dietitian with a nutrition counseling practice in Chicago, said the results might not "correlate" to the U.S. because of different obesity rates, cultural factors, accessibility to fresh food or popularity of fast food. But the study reinforces the importance of introducing healthy foods early and encouraging children to eat fruits and vegetables, rather than filling up on unhealthy snacks, she said. Parents also need to adopt the same healthy eating they expect of their kids and find ways to make meals enjoyable, said Field, who was not involved in the study. "Bottom line, kids mimic what they see at home," said Field. "If you want your kids to eat veggies, you need to also."

### Mark Your Calendar & Pack Your Bags

September 14<sup>th</sup>-17<sup>th</sup>, 2015  
PMA's High Performance Management Conference  
Hyatt Regency Schaumburg  
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[www.pmafoundation.com](http://www.pmafoundation.com)



October 18<sup>th</sup>-20<sup>th</sup>, 2015  
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