

# On The Horizon

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## Market Update

**Tomatoes:** South Carolina continues to bring moderate volumes of rounds and grape tomatoes to the East. Although Georgia has pretty much wound down for the season, several growing areas are expected to start over the next 7-10 days which should ensure a steady supply of fruit. With light acreage planted in the areas currently harvesting, romas are the short suite in the East.

There are plenty of tomatoes in California this week, but 100+ degree temperatures are creating harvesting challenges and may begin to show up in quality in the coming weeks. However, quality remains solid at this point. Mexican harvests are transitioning North where growers are increasing in volume and are expected to carry on through the Summer. Grape tomatoes are available in great supply this week with fruit coming out of Baja, Central Mexico, and California growing areas.

**Bell Peppers:** Bell peppers are in for a bumpy ride over the next 10-14 days with excessive heat creating yield and size issues. Georgia has finished and we're still two weeks from Michigan and New Jersey harvesting. Normally, the Carolinas are the go-to source for this time frame. However, two weeks of temperatures at or near 100 degrees have significantly reduced yields and pepper sizing. There are some small local deals with good quality and size, but their volumes are too light to cover the entire market's demand. In the West, Bakersfield is looking to finish in the next 7-10 days, yielding a squatty pepper with heat damage and early signs of pitting. Sizing remains on the smaller side with limited availability on XL and jumbo sizes. Volume has dropped dramatically in the last four days and growers/shippers remain oversold from both Western and Eastern

demand. Green bells are expected to remain snug as we transition out of Bakersfield, migrate toward Stockton and rely on the Salinas valley for product. We do not expect relief on the green bell market until the 2<sup>nd</sup> full week in July.

**Cucumbers:** Cucumbers are also tight in the East. Georgia is seeing quality and volume issues while Michigan is really just starting with light volume and challenged quality on first picks. Heat has impacted pollination for Southern local deals, which has reduced yields on #1 fruit. We look to see relief next week, as Michigan gets into more volume and beyond first picks. In the West, supply is slowly increasing out of Baja as more growers begin harvesting. Eastern Washington has been seeing good volume, but the current heat wave has slowed things down.

**Eggplant:** Although Georgia may wind down earlier than anticipated due to heat and quality issues, the Carolinas have started up with reasonable volume. Supply should be consistent for the short-term future, as Michigan also looks to start in a couple of weeks. The West is pulling from the Fresno area, which is producing solid volume.

**Summer Squash:** Although Santa Maria/Oxnard is in between fields, there is adequate summer squash supply for the West from Baja and Salinas, CA. In the East, multiple areas are harvesting but quality is varied as extreme heat takes its toll, particularly on yellow squash.

**Green Beans:** Green beans are short in the East this week, as new growing areas are just beginning and are not into volume yet. The West has several growing areas in various states of production, but should be able to cover market demand over the next few weeks unless water restrictions come into play.

## Transportation Facts

\*The National Average Diesel dropped almost \$.02 this week, slipping from \$2.86 to \$2.84 per gallon.

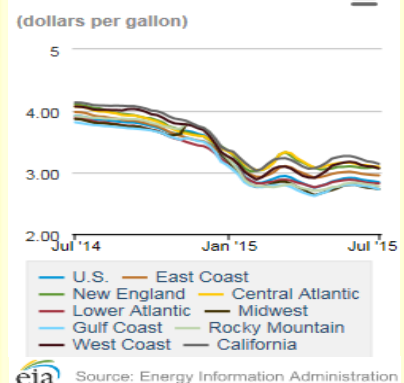
\*The average price for a gallon of diesel fuel is \$1.08 lower than the same time last year.

\*Fuel prices declined in all areas of the country, with the sharpest drop coming from West Coast areas (\$.03).

\*The most expensive fuel in the nation is reported in California where a gallon of diesel is \$3.14 per gallon. The fuel bargain of the week can be found in the Midwest and Gulf Coast areas where the price is \$2.73 per gallon.

\*The WTI Crude Oil Price dipped to \$59.47 a barrel this week, a 2.5% decrease from last week's \$61.01 price.

### On-Highway Diesel Fuel Prices



## ON THE HORIZON CONTENTS



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## An Apple a Day EAT YOUR RED, WHITE AND BLUE- IT'S GOOD FOR YOU

By: Toby Amidor, [www.usnews.com](http://www.usnews.com), June 26, 2015

On the Fourth of July, it's all about red, white and blue – and food is no exception. Naturally colored red, white and blue foods make for some of the most delicious summertime dishes, and they're filled with good-for-you nutrients to help keep your body healthy and happy.

### Red

#### Tomatoes

The season of tomatoes has arrived! These babies come in all sizes and shapes – check them out on your next visit to your local farmers' market. One medium tomato has about 25 calories, 1 gram of fiber and 3 grams of sugar. They're an excellent source of antioxidant vitamins A and C providing 20 percent and 26 percent of your daily recommended amount, respectively. Tomatoes are also high in the powerful antioxidant lycopene, which gives tomatoes its gorgeous red hue. Lycopene has been shown to help reduce the risk of heart disease and cancer.

There are so many ways to add tomatoes to your dishes. But if you're going to slice them as a pizza topping or into a salad, choose the seedless varieties, such as roma or plum.

#### Strawberries

Ninety percent of American-grown strawberries are from California. Eight medium strawberries contain 45 calories and 12 percent of your daily recommended amount of fiber. These red gems also contain more vitamin C than an orange, providing 130 percent of your daily recommended dose. Recent studies have shown that eating strawberries every day can help reduce risk factors for diabetes, including lowering levels of insulin resistance. Further, a 2013 study published in *Circulation* found that eating more than three weekly servings of strawberries, which are high in the plant chemical anthocyanin, can help lower the risk of heart attacks. Munch on fresh strawberries as a snack, enjoy on top of a fruit pizza, over a bed of spinach or blended and frozen into popsicles.

#### Watermelon

This juicy relative to cucumbers, squash and pumpkins is 92 percent water. It's also a good source of the

antioxidants beta-carotene and vitamin C. Like tomatoes, watermelon also contains lycopene. One cup of watermelon contains the same amount of this powerful antioxidant as two medium tomatoes. Although studies have shown the potency of lycopene is enhanced when cooking tomatoes, the same doesn't hold true for watermelon. You can enjoy the power of this plant chemical by eating fresh watermelon. Sinking your teeth into a juicy slice of watermelon is one way to relish watermelon. You can also combine it with mint and feta for a refreshing salad, or whip up a watermelon granita.

### White

#### Mushrooms

Although they're categorized as a veggie, mushrooms are actually a fungus. There are thousands of varieties available, but the white capped are readily available and will help keep with your patriotic theme. Mushrooms are relatively low in calories, with one sliced cup providing 20 calories and a boatload of nutrients, such as folate, thiamine, vitamin B6 and zinc. Mushrooms also contain an antioxidant called L-ergothioneine, which has been shown to help protect your liver and kidneys.

Top a margarita pizza with mushrooms (that's red and white!), or create a chopped salad parfait with tomatoes, mushrooms and purple cabbage.

#### Cauliflower

One cup of this raw vegetable has 25 calories, 10 percent of your daily recommended amount of fiber and lesser amounts of vitamins C, K, B6 and folate. Cauliflower is a member of the cruciferous veggie family (aka cabbage family), and contains several potent cancer-protecting antioxidants, such as glucosinolates, sulforaphanes and thiocyanates.

Toss raw chunks of cauliflower in a salad, or make it part of a colorful veggie platter. You can also roast cauliflower or grill large slices for a delightful vegetarian "steak."

### Blue

#### Blueberries

One blueberry bush can produce as many as 6,000 blueberries a year. A

cup of these round berries have about 84 calories, 4 grams of fiber and are an excellent source of vitamins C and K. They're also brimming with anthocyanidins, an antioxidant found in foods with a blue and red hue, which may protect against glaucoma and prostate cancer.

Toss a handful of blueberries onto a spinach salad for tanginess, or make a trifle with strawberries, blueberries and a touch of homemade whipped cream.

#### Eggplants

Part of the nightshade family, along with peppers, potatoes and tomatoes, eggplants resemble an egg shape (hence the name). Eggplants grow on vines and can be found in a variety of shapes, sizes and colors, with the most common color being purple. One cup of eggplant cubed has 20 calories, 3 grams of fiber and 5 percent of your recommended daily amount of potassium and folate. They're brimming with the plant chemicals chlorogenic acid and caffeic acid, which have been linked to cancer protection.

Grill, steam or sauté eggplants, or roast and puree into babaganoush. Top pizza with roasted eggplant, or add to a pasta salad with tomatoes (there's your red, white and blue).

**Toby Amidor, MS, RD, CDN**, is the owner of [Toby Amidor Nutrition](http://TobyAmidorNutrition.com) and author of the cookbook, "The Greek Yogurt Kitchen: More Than 130 Delicious, Healthy Recipes for Every Meal of the Day" (Grand Central Publishing 2014). She consults and writes for various organizations, including FoodNetwork.com's "Healthy Eats" blog and "Today's Dietitian" magazine.





Chance Singletary (and Danielle)  
Sales  
Lipman Florida



Chance and his dad with a nice  
catch in the Florida Keys.

## GETTING TO KNOW THE LIPMAN TEAM

### Meet Chance Singletary!

**Position at Lipman:** Sales at Lipman Florida

**How many years have you been at Lipman?** Not years yet; I've been with Lipman for 8 months.

**What is your favorite aspect of working for Lipman?** My favorite aspect of working for Lipman is the comradery and pride that all the employees have within our divisions. As large as the agriculture industry is, the relationships within our companies remain tight.

**What is your favorite vegetable?** I like all vegetables, but it's hard to beat fresh tomatoes!

**What is your favorite type of food?** Seafood. Growing up near the ocean- fresh seafood is unmatched.

**Tell us about your family.** I grew up in Immokalee in the agriculture industry and moved to Naples when I was younger where I met my wife Danielle. We currently live in Naples and have two crazy dogs that couldn't be more opposite- a beagle and a bulldog!

**What do you like to do when you aren't working?** Spend time in the outdoors fishing, boating, or hunting.

**Ideal vacation spot?** Any place that has warm beaches, good fishing, & cold drinks!

**Favorite movie of all time?** It has to be Dumb & Dumber. What other movie can make you laugh every time you watch it?

**Favorite book of all time?** Lone Survivor. It's a true testament to how strong one's will to survive is and how much our armed services sacrifice to serve our country.

**What are your favorite sports teams?** Miami Hurricanes, Miami Heat, Dallas Cowboys, and any team that beats Ohio State.

**If you could have one superpower, what would it be?** Time travel

**If you were stranded on a desert island, what 3 things would you take with you?** A fishing rod, my closest friends, and a boat.

**Do you play any musical instruments or have any other hidden talents?** My hidden talent is avoiding musical instruments. Music is not one of my strong points besides air guitar.

**Do you collect anything?** Fishing gear... not by choice, it just seems to collect.

**Anything else you are passionate about and would like to share?** I come from a big family so I enjoy hanging out with others and having a good time. Spending time with friends and family is all I need to have fun!

## PRODUCE BAROMETER

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



## July Calendar

### All Month

Cell Phone Courtesy Month

### First Week

Be Nice to New Jersey Week

### July 5<sup>th</sup>

National Workaholics Day

### July 9<sup>th</sup>

Air Conditioning Appreciation Day

### July 11<sup>th</sup>

Vegetarian Food Day

## Beaufort, SC weather

| Thu<br>Jul 2          | Fri<br>Jul 3          | Sat<br>Jul 4          | Sun<br>Jul 5          | Mon<br>Jul 6          | Tue<br>Jul 7          |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|                       |                       |                       |                       |                       |                       |
| 91°F                  | 93°F                  | 91°F                  | 91°F                  | 90°F                  | 91°F                  |
| 77°F                  | 77°F                  | 77°F                  | 75°F                  | 77°F                  | 79°F                  |
| SW 13 MPH             | SW 13 MPH             | SW 12 MPH             | SSW 10 MPH            | SSW 8 MPH             | SSW 8 MPH             |
| Precip 40%            | Precip 40%            | Precip 30%            | Precip 20%            | Precip 30%            | Precip 40%            |
| Averages<br>91°F/74°F | Averages<br>91°F/75°F | Averages<br>91°F/75°F | Averages<br>91°F/75°F | Averages<br>91°F/75°F | Averages<br>91°F/75°F |





## News in the Grocery Trade HERE'S HOW MUCH PEOPLE WILL SPEND ON FOURTH OF JULY COOKOUTS THIS YEAR

By: Jeff Clabaugh, [www.bizjournals.com](http://www.bizjournals.com), June 26, 2015

Nearly two-thirds of Americans will host or attend a cookout July 4.

Independence Day arrives Saturday, and if a barbecue is a good economic gauge, the economy's a little better this year.

The National Retail Federation's annual Independence Day survey of consumers says 64.4 percent of Americans are planning to either host a cookout, or attend one. Spending on Fourth of July cookout food will average \$71.23 per household, up from \$68.18 last year.

The NRF says total spending on food items for the holiday is estimated to reach \$6.6 billion.

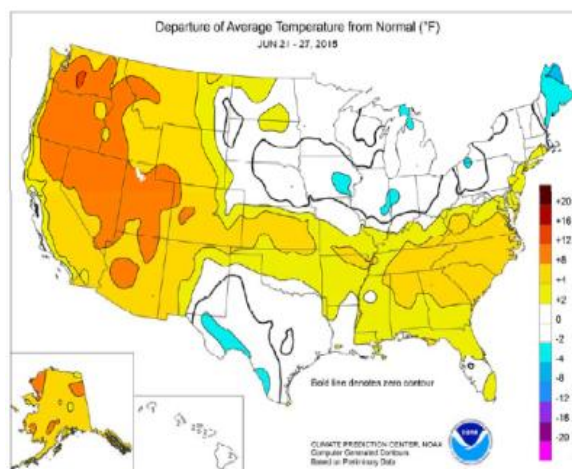
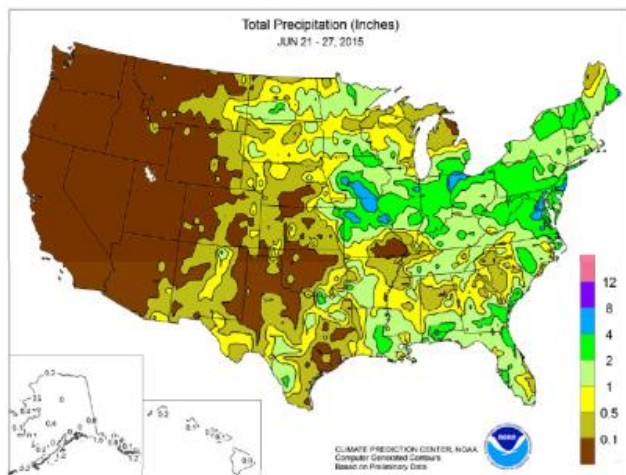
Less than half of Americans will watch fireworks. The survey says just 42.6 percent will attend a fireworks display or community celebration, and just 11.5 percent plan to watch a parade.

Holiday weekends are usually big for quick vacations. The NRF survey says more than 33 million Americans will take advantage of the long weekend to get out of town.



At Lipman, we hope you enjoy a safe and fun-filled Independence Day with family and friends! We'd like to send our most sincere "thanks" to those who have served or are currently serving to protect our freedoms and independence.

## NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





## Keep Your Eye on the Consumer CAPITALIZE ON MILLENNIAL TRAITS TO GAIN BUSINESS ADVANTAGE

[www.restaurant.org](http://www.restaurant.org), June 30, 2015

Take notice of the next generation, and learn to “LIKE” them. “Millennials present the greatest competitive advantage in our business,” says Kathleen Wood, founder of Suzy’s Swirl frozen desserts and Kathleen Wood Partners. Millennials, those born after 1980, represent a significant portion of the restaurant workforce. In an era of high-tech transactions and strong demand for customer service and convenience, millennials can help older peers navigate the new business landscape. Wood, who recently spoke at the NRA’s Human Resources Executive Study Group, suggests leaders use her LIKE model.

**Listen, Include, get to Know, and Engage** – to harness millennials’ best traits and leap ahead of competitors. They’re incredibly loyal to the companies they love, so you use these tips to tap their potential.

**Listen.** Learn their language, Wood says. “Millennials are the most socially connected people we’ve ever met.” They’re interested in social media and technology, and they love to share. “As we move forward, the language of business will be social connectivity. This is what they speak. We’ve got to take this opportunity as leaders of this amazing workforce and really leverage them as our competitive advantage to keep ourselves, our businesses, and our future way ahead of the game.”

**Include** millennials in business discussions. That allows them to see the big picture through the eyes of executives and leaders. Senior leaders need to be more involved, too. Employees of all ages should learn how to better connect with one another.

**Get to know** employees by learning more about millennials. They think globally and crave authenticity and transparency. If you understand what they want and expect, the whole team can benefit. “Schedule time to connect on a non-crisis manner,” she suggests. “Reach out, recognize, and acknowledge.”

**Engage** millennials in everything from problem solving, to product development, to customer service. “When you start to look at your new age resources, you really can start to look at your business in a profound way.”

**Consider looking at business through the mobile lens millennials use.** “How we train, how we connect, how we engage through the mobile lens -- it really does make you think.”

**Get comfortable being uncomfortable.** “There are going to be times we have to be uncomfortable with not always knowing the answer ... It opens you to possibilities.”

**Embrace the power millennials bring to the workplace** with social connectivity. Stop listening to the possible disasters of Facebook and Twitter, take social media for what it is, and unleash it for its possibilities.

“As leaders, we have so much to give, but we also have so much to get when we learn how to use all our powers together. We also have an inherent responsibility to teach, coach and lead the next generation of leaders, just as the generation before us did. Potentially, our greatest legacy is to pave that path.”

### Mark Your Calendar & Pack Your Bags

**August 13<sup>th</sup>-15<sup>th</sup>, 2015**  
**Midwest Produce Conference & Expo**  
Minneapolis Convention Center  
Minneapolis, MN  
[www.midwestproduceexpo.com](http://www.midwestproduceexpo.com)



**August 23<sup>rd</sup>-25<sup>th</sup>, 2015**  
**Western Foodservice & Hospitality Expo**  
Los Angeles Convention Center  
Los Angeles, CA  
[www.westernfoodexpo.com](http://www.westernfoodexpo.com)

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