

On The Horizon

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Market Update

Tomatoes: South Carolina is winding down production and harvests are transitioning up the Eastern shore. Virginia has already begun with grape tomatoes and expects to start rounds at the end of this week. Overall volumes are light in the East, but several local regions are on tap to start, including the TN and NC mountains. Quality is mixed, as some fruit has seen an unusual amount of rain.

California is posting solid volumes of round tomatoes but report average quality due to the high heat the plants and fruit have endured. Larger sizes are more readily available, as much of the smaller fruit is meeting contracts. Roma availability is a little snug this week but should level out soon with California's Central Valley and three Mexican growing regions in season. Grape tomato supply is good although quality varies among growing regions.

Bell Peppers: Eastern Carolina continues to struggle to recover from the damaging temperatures they received earlier in the season, with limited volume and pepper size going down rapidly. There are local deals picking fruit in the mountain regions of NC, Virginia, and Kentucky but volumes are small. Look for relief when Michigan comes into volume and additional Northern deals come to the table over the next week or so. In the West, Bakersfield is all but done, as size and quality have diminished significantly. Brentwood and Stockton are just getting started but should ramp up volume in the next week or so. Overall, pepper supply remains limited this week.

Cucumbers: Cucumbers remain tight in the East. Michigan and New Jersey have started but still have limited volumes. Southern cucumber growers are reporting reduced

yields and mis-shapen fruit due to excessively hot weather, although some are shipping light volumes. In the West, Baja is shipping good volumes. However, with the East also looking to Baja for fruit, the market is a little tight. Eastern Washington is also in production, but yields are down 50% due to hot weather. The Northwest will have limited supplies until Western Washington gets started later this month.

Green Beans: Beans are snug in the East this week. Rainy weather has slowed Michigan's start to the season bringing only minimal volume to the market while Tennessee's quality has been affected by rains. California's Brentwood area is gapping for the next 10-14 days due to bloom drop, but there is bean supply coming from Orange County, Salinas and Eastern Washington.

Eggplant: Hotter weather has reduced supply in the East but there is enough product to meet market needs this week. Fresno continues with steady supplies on eggs in the West and should continue through the summer months.

Summer Squash: While the West has steady supply of yellow and zucchini squash, the East is challenged to fill orders. Although there are a number of local deals out there, many have experienced heat-related gaps or yield concerns and are not able to harvest as usual. Michigan is normally shipping strong volumes at this time, but needs warm, dry weather to get squash up and running for the season.

Chili Peppers: California chili production is transitioning from Bakersfield to Santa Maria. Volume has been light from California thus far. Baja is rolling along with increasing volume on japs and tomatillos with other varieties set to start in a week or so.

Transportation Facts

*The National Average Diesel dropped another \$.01 this week, slipping from \$2.84 to \$2.83 per gallon.

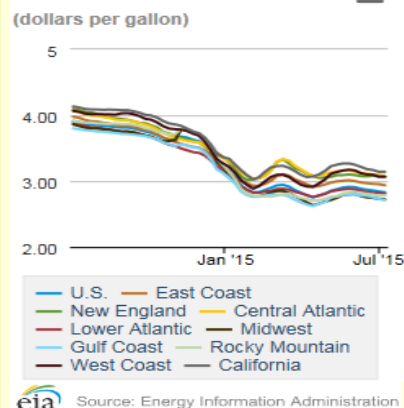
*The average price for a gallon of diesel fuel is \$1.08 lower than the same time last year.

*Fuel prices declined in most areas of the country but rose slightly in the Rocky Mountains and on the West Coast.

*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 Gulf Coast area where the price is \$2.71 per gallon.

*The WTI Crude Oil Price plunged to \$52.33 a barrel this week, a 12% decrease from last week's \$59.47 price.

On-Highway Diesel Fuel Prices



ON THE HORIZON CONTENTS



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An Apple a Day

HOW DINNER IN A RESTAURANT CAN BE A HEALTHY LESSON FOR KIDS

By: Hope Warshaw, www.washingtonpost.com, July 7, 2015

Q: When eating out, how can we gently nudge our children away from "kids' meals" so they will eat healthier and expand their food horizons?

A: This is a question that, while pertinent year-round, is particularly relevant in the summer because of more restaurant meals eaten over long weekends or vacations.

Parents such as Samara Weinstein and Jeff Goldstein of Arlington know the scenario with kids' menus in sit-down restaurants all too well. "It was especially hard to find restaurants serving healthy choices for kids when our girls were young," Weinstein wrote in an e-mail. "This increased the challenge of raising girls with healthy eating habits."

It's true that sit-down restaurants, especially those serving American fare, continue to offer relatively unhealthful choices as the mainstays on kids' menus — typically chicken fingers, a grilled-cheese sandwich, a hamburger or a hot dog, all served with french fries. Other commonly spotted items are cheese pizza, macaroni and cheese or pasta with a ladle of tomato sauce. However, a few national chains intersperse a scattering of healthier offerings such as grilled chicken strips, applesauce, and yogurt and strawberries.

On the other hand, many large fast-food outlets have notched up the health quotient of their kids' meals with superior sides: apple slices, clementines and baby carrots, to name a few. Some have switched the default beverage to low-fat milk or 100 percent fruit juice.

A handful of studies make the link between obesity and the inferior nutrition profiles of restaurant meals for children and adolescents. A study published in the *Journal of the American Medical Association Pediatrics* in 2013 showed that when kids consumed these meals they ate more calories, added sugars, total fat, saturated fat and sodium. One more concern about restaurant meals is that they often don't contain sufficient servings of the foods kids (and all of us) need to eat more of: vegetables, fruits, whole grains and low-fat dairy foods. According to a Rand Corp. report called

Performance Standards for Restaurants, as the frequency of eating out increases, so does the risk of becoming overweight.

Teachable moments

"In the past, restaurant meals were reserved for special occasions," says Lanette Kovachi, global corporate dietitian for the Subway chain, "but for busy families, restaurant meals are now a regular and necessary part of putting meals on a table anywhere. Parents now lean on restaurants to help feed their family."

If trend predictors are correct, our kids will continue to frequently fuel up on restaurant meals. No surprise. They're accessible, fast and convenient! Because it's likely that restaurants will continue to serve large portions with high counts of fat and sodium, kids are in dire need of adult guidance to help them eat healthier when they eat out. "It's imperative for their long-term health," says registered dietitian Lisa Stollman, chief executive of Eat Well Restaurant Nutrition and author of "The Teen Eating Manifesto."

While your kids are young and impressionable, you can turn restaurant excursions into teachable moments. Embed healthful restaurant eating tips, tricks and tactics as reflexive behaviors they can practice throughout their lives.

Establish family norms: If you eat restaurant meals often, implement the same principles you apply for home-prepared meals. Don't routinely treat restaurant meals as special occasions. Dessert is a perfect example: "My kids think restaurant meals automatically include dessert, so they request it. However, we usually skip it and explain that dessert isn't a mandatory part of most restaurant meals," Kovachi says.

Be a role model: As the sayings go, "actions speak louder than words" and "practice what you preach." "Kids will follow your lead and eventually stop badgering you if you stick to your principles," Stollman says.

Skip the kids' menus in sit-down restaurants: Tell the server you don't order from kids' menus. "There

are no kids' menus in Europe," Stollman points out. "Children are served smaller portions from adult menus."

Take advantage of kids' meals in fast-food chains: Some of these meals are now better for us and portion-size-appropriate, especially for younger kids.

Prioritize nutrient-dense foods:

"Parents can provide kids who are old enough principles to follow when they order, like including nutrient-dense foods. For example, let children pick their favorite sandwich but specify that it needs to be on whole-grain bread and contain raw vegetables, or a side salad instead of fries or chips," Kovachi suggests.

Widen kids' food horizons: Try ethnic restaurants. The fare is easier to share. "We're lucky in Arlington because we've got ethnic restaurants galore, from Thai to Vietnamese, Bolivian, Greek, Indian and more. Our girls have willingly eaten in these restaurants since they were young," Weinstein says. Ethnic dining also gives kids insights into the vastness of the world and its myriad cultures.

Practice portion control: Control portions by encouraging kids to mix and match more healthful soups, salads, appetizers and/or side dishes served in smaller amounts to create palate-pleasing kid-size meals. Another tip: In fast-food eateries and sandwich shops, split one large sandwich and the fries, chips or other less healthful side items.

Order by consensus, eat family-style: Let everyone scan the menu and offer their input. Come to consensus. My family teases me that we negotiate our restaurant orders. Select fewer entrees than eaters to limit portions. Ask the server to place everything in the middle of the table. Then share it all. You'll save money and waste less food.

Divvy up dessert: As Kovachi suggests, establish that dessert won't be part of every restaurant meal. When you do order it, split one serving. "Kids love sweets, so teaching them how to savor a small portion is a valuable lesson," Kovachi adds.

GETTING TO KNOW THE LIPMAN TEAM

Meet Scott Russell!

Position with Lipman: Tomato Buyer in Dallas, TX

How many years have you been with Lipman? 3 Years

How did you become a part of the Lipman team? I was a customer of Lipman's for 20+ years.

What is your favorite aspect of working for Lipman? It's a great team with a family atmosphere.

What is your favorite vegetable? Broccoli

What is your favorite type of food? Beef

Tell us about your family. I have a wife and 7 children.

Where did you grow up? I was born and raised in Virginia Beach, VA.

What do you like to do when you aren't working? Golf!

Ideal vacation spot? Water

Favorite movie of all time? Days of Thunder because I love auto racing.

What are your favorite sports teams? Dallas Cowboys & San Antonio Spurs

If you were stranded on a deserted island, what 3 things would you take with you? My computer, a phone, and my load book.



Scott Russell
Tomato Buyer- Lipman Dallas
and his beautiful family

PRODUCE BAROMETER

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



July Calendar

All Month

National Pickle Month

Second Week

National Laughter Week

July 13th

National French Fries Day

July 16th

National Corn Fritters Day

Get to Know Your Customers Day

Exmore, VA Weather

Thu Jul 9	Fri Jul 10	Sat Jul 11	Sun Jul 12	Mon Jul 13	Tue Jul 14
91°F	86°F	84°F	86°F	88°F	88°F
75°F	75°F	75°F	75°F	77°F	77°F
W 13 MPH	VNW 13 MPH	N 7 MPH	SSE 9 MPH	S 14 MPH	S 14 MPH
Precip 40%	Precip 20%	Averages	Precip 30%	Precip 30%	Precip 30%
Averages	Averages	Averages	Averages	Averages	Averages
88°F/70°F	88°F/70°F	88°F/70°F	88°F/70°F	88°F/70°F	88°F/70°F



News in the Grocery Trade SHOPPING BECOMES MORE CHAOTIC

By: Pam Demetrakakes, www.retailleader.com, June 2015

Consumers are fracturing among generational and other lines in their grocery shopping habits, according to the Food Marketing Institute's U.S. Grocery Shopper Trends 2015 survey.

The survey was done for FMI by The Hartman Group. Results were outlined by Hartman CEO Laurie Demeritt at FMI Connect at a June 10 presentation, "Fishing in Deeper Water."

Among the findings Demeritt discussed:

Decisions on food for 63 percent of all eating occasions are made within one hour of eating, especially among younger consumers. "Millennials tell us, 'How can I plan for dinner tomorrow night? I don't even know what I'm going to be eating tonight!'" Demeritt said.

More than half of all grocery trips involved visits to two or more stores.

71 percent of consumers buy food at five or more retail channels at least once a month.

Supermarkets as the primary channel fell from 67 percent of shoppers in 2005 to 56 percent in 2011, and now stand at 52 percent.

9 percent of shoppers reported having "no primary store."

83 percent of respondents identified themselves as the "primary shopper" in their household, which would be nearly impossible mathematically. Demeritt suggested this may be due to women making the bulk of big-purchase stock-up trips, while men do more small-basket fill-in trips.

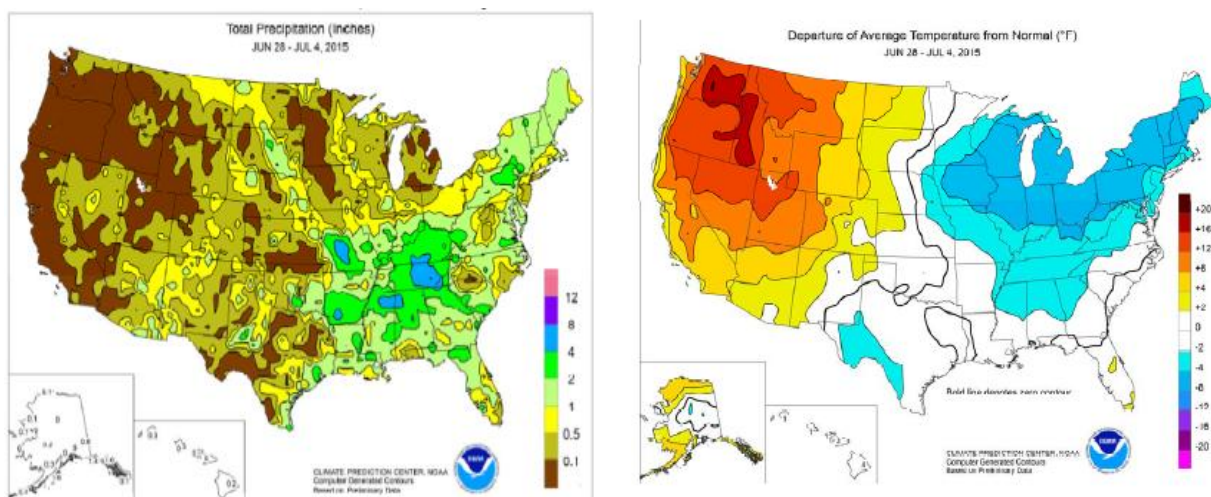
92 percent said eating at home is healthier than eating out.

45 percent said food stores are "working for my health," while only 6 percent said they're "working against my health."

"No GMOs" is rising fast in popularity among health claims, up 4 percentage points to 26 percent preference. Demeritt suggested that this may signify something other than just opposition to genetic modification as such: "Those consumers are looking for non-GMO as a sign of less-processed product."

An executive summary of the survey is available on FMI's website.

NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





Restaurant Industry News

PENDULUM SWINGS BACK TOWARD ON-PREMISES DINING

By: Megan Rowe, www.restaurant-hospitality.com, July 7, 2015

Everyone knows today's diners only care about ordering food using their mobile apps, then swooping in, grabbing that takeout bag and heading back home to chow down in front of the TV, right? Not so fast.

The NPD Group has determined that the balance has tipped in favor of customers who stick around and enjoy their meal on the premises. This is good news for the restaurant industry, NPD adds, since guests who dine in spend more than those who grab and go. The firm says dine-in visits bring in \$223.4 billion annually for the industry, while off-premises visits represent \$200.3 billion.

On-premises restaurant visits, which have grown for three consecutive years, increased by two percent last year over the prior year; off-premises traffic declined by one percent. For the year ending May 2015, dine-in visits were up one percent and off-premises visits were flat, according to NPD's CREST research.

Quick-service restaurants, which represent 78 percent of total industry traffic, saw a 5-percent increase in dining room visits last year, the highest gain of all restaurant segments. On-premises casual dining traffic held steady in the year ending December 2014, a period of overall visit declines for the segment. Dine-in visits at family dining/midscale restaurants fell, on the other hand, as did overall visits.

Why are restaurant customers opting to hang out? Some of the reasons they provide are: Good to get out and meet someone, relaxing, I spent time with my family, fun to do, and I don't need to worry about anything. These reasons are in line with the "experiential purchasing" trend—the idea that consumers want to do something, not just buy something—that marketers are seeing across consumer sectors. As far as reasons for selecting a restaurant, food that tastes good leads the list, followed by convenience, and service. Takeout remains a popular option for many. An National Restaurant Association survey last year found that nearly half of all adults consider availability of takeout and delivery an important factor in choosing a full-service restaurant.

Don't expect consumers who dine in to be terribly loyal, either. While 42 percent of on-premises diners say they are "somewhat" loyal to a particular restaurant or chain, 34 percent say they are loyal and 24 percent say they are not loyal at all. Converting them into fans is an opportunity for restaurants.

"The message for restaurant operators is that on-premises consumers are happier and more profitable consumers," says Bonnie Riggs, NPD's restaurant industry analyst. "Treat them right with good-tasting food and the best service and a return visit is likely."

Mark Your Calendar & Pack Your Bags



July 28th, 2015
New England Produce Council's
Annual Golf Tournament
 Charter Oak Country Club
 Hudson, MA

www.newenglandproducecouncil.com

August 12th-14th, 2015
Multicultural Retail 360 Summit
 Anaheim Marriott
 Anaheim, CA

www.multiculturalretail360.com

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