



## MARKET UPDATE

**Tomatoes:** With Palmetto/Ruskin finishing up, the East is looking to Quincy and South Carolina for tomatoes. Rain events kept harvesters out of the field early in the week, but South Carolina reports good quality and size are available now. Overall market volumes are lighter than what we've experienced over the past month and could get a little tighter until numerous local deals and East Coast growers start up over the next few weeks.

In the West, California is now up and rolling with crown picks on round tomatoes. Sizing is large and quality is good. Although there are a few growers still shipping from other areas, Baja is the primary place for vine-ripe rounds. They, too, are heavier to larger sizes as they are also in crown picks this week. Grape tomato production remains steady in Baja and will pick up over the next 10-14 days as more growers enter the mix. Baja is also seeing roma production increase and is heavier to large sizes.

**Bell Peppers:** Although rain halted production early in the week, Georgia has plenty of pepper production available to meet market demands. Crops are flushing and quality continues to be nice. In the West, peppers have transitioned from the California desert to Bakersfield. Bakersfield is just getting started with crown picks and isn't into strong volumes yet. Despite a few shape issues which are normal for new crops, quality is very nice.

**Green Beans:** Georgia has ample supply of beans this week. Despite the rains, quality seems to be holding up. In the West, production has moved from the California desert to regional deals in Watsonville, Fresno, and Orange

County. Watsonville/Salinas has the best quality and is commanding a price premium.

**Cucumbers:** Georgia continues to provide consistent volumes of cucumbers. North Carolina started this week and reports good volumes and quality although there are a lot of offgrades as a part of start-up. Western Mainland Mexico is winding down quickly on volume and quality, shifting Western demand to Baja. Look for the Northwest to start up in the next 10-14 days.

**Summer Squash:** Georgia continues to provide squash, but will likely see some quality concerns due to the recent rains. North Carolina, New Jersey, South Carolina, and numerous small local deals have begun which should keep product readily available in the East. Western markets are sourcing from Santa Maria and Fresno where there is ample supply of good-quality zucchini. Yellow squash, however, is limited in both production and quality. Availability and quality should both improve as Baja and the Northwest begin to add to the mix.

**Eggplant:** The West is working through a transition period on eggplant crops and has limited availability for the next 10-14 days. In the East, Georgia's eggplant supply is carrying the market through until additional growing areas get up and going.

**Chili Peppers:** We are in the midst of a tough time for chili peppers in the West. Several Mexican growing areas are on the last picks, which seem to have questionable quality. Central Mainland Mexico is carrying the weight for all Western demand until Northern/Central Baja gets going at the end of the month. Supply is expected to be light for the next 3-4 weeks, when both Baja and California deals will be shipping chilies.

## TRANSPORTATION FACTS

\* The National Diesel Average rose \$.03 this week, moving from \$2.38 to \$2.41 per gallon.

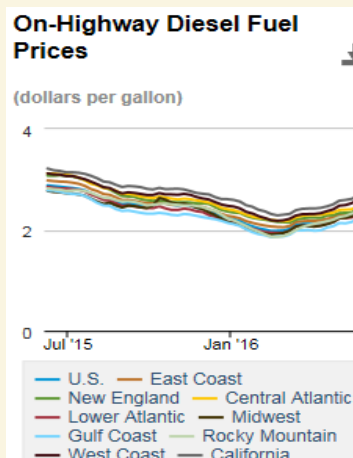
\* The average price for a gallon of diesel fuel is \$.48 lower than the same time last year.

\* Diesel prices increased in all parts of the country, with the sharpest rise coming from the Lower Atlantic (\$.04 per gallon).

\* California has the highest-priced diesel fuel at \$2.75. As expected, the fuel bargain in the nation is in the Gulf Coast region where a gallon of fuel costs \$2.28 this week.

\* The WTI Crude Oil Price continues to slowly but surely increase, with an average price of \$51.23 this week.

\* Aside from slight shortages at Nogales and in Central/South Florida, transportation is available in adequate supply this week.



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## RESTAURANT INDUSTRY NEWS

### Report: Hispanic Families Engage More with Fast Food

[www.qsrmagazine.com](http://www.qsrmagazine.com), June 8, 2016

RealityMine, a leading global provider of mobile market research technologies and consumer analytics, unveiled a first look at its TouchPoints Hispanic data set with an examination of how the consumer segment engages with fast food.

The analysis, which compared the TouchPoints Hispanic data set with that of the broader United States TouchPoints survey, found some significant differences between how the Hispanic consumer is engaging with fast food as compared to the overall U.S. population.

Purchases of fast food drop off significantly for the U.S. general population on Sundays and Mondays, while sales to the Hispanic community stay as strong as they are during the other days of the week.

There were significant differences between the two groups as to when fast food was consumed. The consumers in the general U.S. population are more likely to do so at lunchtime, with consumption peaking between 12 p.m. and 1 p.m., while the Hispanic segment had equal peaks of consumption at both lunch and evening, with the peak period being at 7 p.m.

Hispanics were also more likely to purchase fast food in the company of their family than the general population and to do so throughout the day for both meals and snacks.

TouchPoints, which has the ability to survey emotional

state as well as purchase behavior, found that there were also differences in the positive and emotional states of Hispanic consumers and the general population as they were consuming fast food.

The research showed that while both groups had positive states throughout the first half of the day, between 8 p.m. and 2 a.m. significant differences in emotional states emerged between the two.

"The TouchPoints Hispanic data highlights some clear messages for fast food marketers looking to target Hispanic consumers," says Tom O'Sullivan, RealityMine CRO. "Namely, that greater effectiveness can be had by understanding the right days of the week and times of day that these consumers would be most receptive to messages. The research shows the power of TouchPoints to identify insights not only into behavior, but emotions, critical for enhancing acceptance, and impact of campaigns."

TouchPoints is the only syndicated consumer insights and cross-platform research product designed to inform integrated communications strategy, planning, and execution.

TouchPoints provides rich, single-sourced behavioral data that addresses questions as to the when, where, and how of behavior. The survey consists of a seven-day e-diary that requires respondents to

record activities and media consumption in half hour time periods, an online self-completion questionnaire about lifestyle and general media habits, as well as passive capture of respondents' behaviors as measured through their digital devices.

RealityMine uniquely combines proprietary passive behavioral metering technologies on mobile devices, tablets, PCs, and even home routers with active e-diary and other in-the-moment survey tools to quantify the context of consumers' daily lives and their media consumption behaviors.

RealityMine is capturing data from more than 50,000 people representing more than 350,000 days of contextual and behavioral data and generating nearly 1,000,000,000 behavioral data points per year. This provides marketers with one of the richest behavioral and contextual data sets available.



## SPOTLIGHT ON LIPMAN Chopped Caprese Salad



This recipe was created by one of our team members and is a Lipman family favorite. This simple marinated salad makes an excellent side dish for a summer dinner – and it's a perfect base to customize. Consider adding olives, cucumbers, or onions to make it your own.

### Ingredients

- 2 cups cherry tomatoes, chopped in halves
- 6 fresh basil leaves
- 1 cup balsamic vinaigrette dressing
- 1 cup combined of mozzarella and fontinella cheeses, cubed

### Directions

- Combine all ingredients and marinate in the refrigerator for at least an hour.
- Serve chilled.

### PRODUCE BAROMETER

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



### JUNE CALENDAR

#### All Month

National Fresh Fruit & Vegetable Month

#### Second Week

Men's Health Week

#### June 13

National Kitchen Klutzes Day

#### June 17

Eat Your Veggies Day

### Beaufort, SC Weather

Fri Jun 10	Sat Jun 11	Sun Jun 12	Mon Jun 13	Tue Jun 14	Wed Jun 15
88°F	90°F	93°F	91°F	90°F	91°F
72°F	77°F	79°F	77°F	77°F	79°F
SSE 11 MPH	SSW 7 MPH	SSW 10 MPH	S 10 MPH	S 10 MPH	S 10 MPH
Averages 88°F/71°F	Averages 89°F/71°F	Averages 89°F/71°F	Averages 89°F/72°F	Averages 89°F/72°F	Averages 89°F/72°F



## NEWS IN THE GROCERY TRADE

### Engage Customers Through Grilling

By: Ryan James Dee, [www.progressivegrocer.com](http://www.progressivegrocer.com), May 26, 2016

With Memorial Day just behind us and Father's Day and Independence Day on the horizon, it's safe to say that grilling season is officially upon us. According to the Arlington, Va.-based Hearth, Patio & Barbecue Association (HPBA), 80 percent of consumers own a grill — with 97 percent of those consumers having used it in the past year. Whether your customers use gas, charcoal or electric, grilling is a patio pastime and meal-style favorite. In fact, HPBA estimates 63 percent of people enjoy using their grills or smokers year-round, and 11 percent said they even prepared breakfast on their grills in the past year.

Retailers and brands can use these insights to connect and engage customers by providing them with tips and ideas they can use in their day-to-day lives. Simple in-store demonstrations with sales advisors can help shoppers think “outside the bun,” with creative grilling ideas to enhance their meals. Here are some ideas that retailers and brands can offer customers throughout the year:

#### Try Fruits and Veggies

Paired with grilled meats, or grilled for a vegetarian plate, fruits and veggies offer a healthy and flavorful alternative to the usual fare. Encourage shoppers to use mushrooms in place of burgers, or to grill other veggies as a side dish. One piece of advice with fruits: They grill best when they're firm and barely ripe. And don't forget dessert! Lightly charred pineapple or peaches topped with ice cream are simple recipes that are sure to be crowd pleasers. As a way to direct shoppers to these unique and healthier options, retailers and brands can set up engaging displays or demonstrations within the store that provide both the ingredients and recipe ideas.

#### Spice Up the Flavor

Shoppers looking to enhance their meats and vegetables can do so by simply adding a delicious marinade or sauce to their meals. Marinades keep food moist and tender on the grill, providing a dish that's full of flavor. Retailers can share ideas for homemade rubs and marinades with items found in the grocery aisle; think brown sugar, ground coffee, cinnamon and chili powder for ribs. Other alternatives include lemon juice, chopped herbs, olive oil and garlic for chicken. Retailers and brands can display tailored marinade recipes next to these key ingredients to spark customers' imagination and prompt them to think creatively. Additionally, stores can offer taste samplings for a variety of marinades to help shoppers identify their favorite flavors.

#### Beyond BBQ — New Ways to Grill

There's a reason that a growing number of consumers are preparing meals on their grills — that's because barbecue isn't the only option. Shoppers can use their grill in many other ways. They can steam fish and vegetables in foil packets, lower the lid to grill pizza, or cook a whole chicken over a can of beer or soda. For retailers that sell grills in-store, this provides the perfect opportunity to highlight all of the uses for a grill, whether a customer wants to make a traditional hamburger or a grilled pizza. On a nice day, retailers can demonstrate a handful of recipes by grilling items outside of the store, which will be sure to draw shoppers' attention.

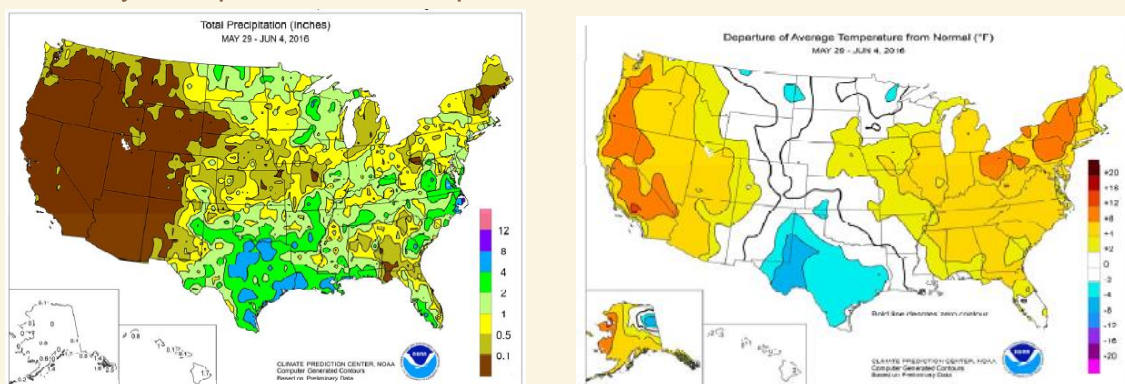
#### Get the Right Accessories

Help shoppers grill their best meal yet by recommending the right tools and accessories. Besides recipes and creative food options, retailers can help their customers avoid numerous trips to the store for forgotten items by placing accessories at the end of aisles or in high-traffic areas. Think skewers, shish kebabs, basting brushes, metal spatulas, charcoal, grill mitts and thermometers.

Regardless of the approach, grilling presents numerous opportunities for retailers to connect with shoppers. Customers will love the fresh ideas presented and will appreciate the reminders for a pastime they love year-round.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## AN APPLE A DAY

### Are Your Eyes Really "Bigger than Your Stomach"? Studies Put it to the Test

By: Carina Storrs, [www.cnn.com](http://www.cnn.com), June 9, 2016

Here's an experiment to test and tease your senses: Next time your partner or friend is making you dinner, put on a blindfold before the meal is served. How does not being able to see affect your dining experience? If you are like the people who have participated in studies exploring the relationship between seeing and eating, you might eat less and not enjoy it as much.

In a study published in February, researchers in Germany asked 50 volunteers to wear a blindfold while they ate ice cream and compared their reactions with those of 40 participants who saw what they ate. The blindfolded group rated the ice cream as less palatable and pleasant than those who had all their senses at work. They also ate slightly less, but estimated that they had consumed a lot more, based on weight, compared with the no-blindfold group.

Another small study found a similar phenomenon at play when participants had a lunchtime meal. Those who were blindfolded ate 22% less food than the control group, but reported feeling just as full. It could be that there is some truth to that old expression that you were probably annoyed to hear as a child: "Your eyes are bigger than your stomach." In other words, if food looks appealing, you could be driven to take more of it, and maybe also eat more of it. Take vision out of the equation and you could rein in the tendency to overeat.

But does dining in the dark really take a bite out of how much you enjoy your food? And in the real world, could eating blindfolded really work as a strategy to control your consumption and manage your weight?

"The single most important aspect of food is how it smells and tastes," but all five senses are involved in our perception of taste, and taking any away, such as sight or sound, could also make you enjoy food less, said Paul Breslin, professor of nutritional sciences at Rutgers University. If you were to start sporting a blindfold at mealtimes -- or even wear a nose clip so you couldn't smell -- you might eat less at first and even lose weight. "My guess is that it's only going to help for the short term," Breslin said. For one thing, your other senses could become heightened and make up for your lack of sight by enhancing your enjoyment of food in other ways.

Of all the visual information that we get from taking a glance at a food item, color is probably the most important, said Breslin, the Rutgers professor. Shape, size and lack of blemishes could also play a part if what you are judging is a fruit or vegetable. "If a nice McIntosh apple darkens and turns bright red, that is an indication of it being something we desire," said Breslin, who is also a member of the Monell Chemical Senses Center in Philadelphia.

And what are we looking for when we size up food visually? That its appearance matches our expectations. You might avoid an apple that is blue because you think something is wrong with it. "On the other hand, if you are in a three-star restaurant, or an edgy restaurant, and you are informed by the context that it is safe, you might overcome the innate neophobia," or fear of the new and unknown, Fontanini said.

## MARK YOUR CALENDAR & PACK YOUR BAGS

### July 29-31, 2016

PMA Foodservice Conference & Expo  
Hyatt Regency Monterey Hotel & Spa  
Monterey, CA

[www.pma.com/events/foodservice](http://www.pma.com/events/foodservice)

Come visit Lipman at Booth #122!

### September 14-15, 2016

The New Consumer Conference  
A Supermarket News Event  
JW Marriott

Indianapolis, IN

[www.snconsumerconference.com](http://www.snconsumerconference.com)

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