



## MARKET UPDATE

**Tomatoes:** Florida's round and roma tomato crops are status quo, with volume remaining light until Ruskin/Palmetto gets going in 2-3 weeks. Grape tomato availability is extremely limited in the East this week with only minimal yields coming from the older fields that have been damaged by previous weather.

In Mexico, Culiacan continues to harvest all types of tomatoes, but is entering its seasonal decline. Rounds are beginning to size down but they plan to pick fields until June. Roma availability should be steady as production transitions from Culiacan to Obregon. Northern volume is very light now, but Culiacan is seeing better quality which will help ensure steady supply during the transition. Grape tomatoes are short, as Culiacan is dealing with quality and production issues. Central Mexico has nice-quality grapes and solid volume, but it is being swallowed up daily. Baja has just started up in a light way and should provide supply relief in late April when volume builds to seasonal levels.

**Bell Peppers:** Bell pepper supply is at minimal levels this week. Florida's yields are very light as current harvests have been affected by previous weather. New crops are set to start in 2-3 weeks, which will bring much-needed relief to Eastern markets. Southern Mainland Mexico growers are experiencing size and quality issues as they work through the seasonal decline. Production is limited and size has dropped off significantly. The California desert has just broken fields and should provide market relief to the West in mid-April when more growers are onboard and they get past early picks.

**Green Beans:** Green bean supply is improving in the East, as South Florida farms see better yields and much-improved quality. In the West, Mexican growers are beginning the last new fields, but should go through the month of April. The California desert will start next week in a light way, building volume over the next 10-14 days.

**Cucumbers:** Eastern imports have mostly finished up, but several cucumber growers have started up in Florida. Yields and acreage are light now, but will ramp up over the next 2-3 weeks. Southern Mexico is hitting its seasonal decline on cucs, but two new growing areas have started up with nice fruit, providing a relatively seamless transition.

**Summer Squash:** Florida growers have started new squash acreage but supply remains very light (particularly on yellow) due to pollination issues. Volume is expected to improve when Plant City gets going in 2 weeks. Mexico's squash crops have transitioned to Northern growing areas that should harvest through mid-May. Quality has been very nice on early picks.

**Hard Squash:** Offshore butternut squash are still available in the East, but spaghetti is lightening up and acorn is all but done. This shifts much of the demand to Sonora, Mexico where production is expected to be steady through the month of April.

**Chili Peppers:** Spring chili pepper crops have begun in Sonora. Production is picking up and quality has been very nice so far. Sinaloa is still harvesting, but will wrap up soon. Escuinapa continues to have solid production and quality, but is filling national demand with much of their product. Tomatillos are available in promotable volumes.

## TRANSPORTATION FACTS

\* The National Diesel Average rose another \$.02 this week and now comes in at \$2.12 per gallon.

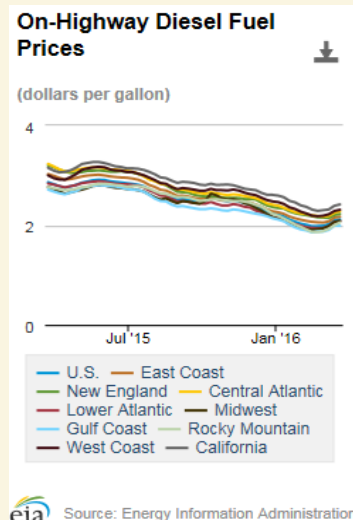
\* Despite the price increase, the average price for a gallon of diesel fuel is \$.75 lower than the same time last year.

\* Diesel prices rose in all areas of the country with the most significant increase in the Rocky Mountain region, which saw an almost \$.06 per gallon jump.

\* California reports the highest-priced diesel fuel at \$2.42. The fuel bargain in the nation can be found in the Gulf Coast region where the price remains stable at \$1.99 per gallon.

\* The WTI Crude Oil Price jumped 9.5% this week, moving from \$36.34 to \$39.79 per barrel.

\* Trucks are available in good supply in most parts of the country this week. However, slight shortages have been noted at Mexico crossing points in Arizona and Texas.



## ON THE HORIZON CONTENTS

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## RESTAURANT INDUSTRY NEWS

### Marketing Your Restaurant to Millennials

By: Bob Krummert, [www.restaurant-hospitality.com](http://www.restaurant-hospitality.com), March 17, 2016

Take heart if you can't quite figure out how to market your restaurant to customers ages 18-35. A new study provides a framework that could help operators do better with these hard-to-figure-out patrons. The key: Tailor your message to the subgroups within the millennial demographic most likely to respond to it.

Who's in these subgroups? That's what the Corn Refiners Association, working through its CornNutritionally educational arm, sought to find out. Its study, conducted by Ipsos and BuzzFeed, came to this conclusion: "While millennials have different food preferences than older generations, they also have unique preferences within their own generation."

Nominally, the study looked at an issue crucial to CRA's members: do millennials check food product labels for sweetener ingredients the way other age cohorts do. The answer: while millennials pay more attention to nutrition labels than do other demographic groups, they are less concerned about specific sweeteners, i.e., high fructose corn syrup. They look at total sugar content instead.

HFSC issues aside, other data gathered and analyzed for this study turned out to be of high importance for restaurant marketers. In particular, two of the four primary millennial subgroups identified by the CRA study are the most logical targets for restaurant marketing campaigns.

#### Balance seekers

One key group was dubbed the "balance seekers." They account for 16 percent of the total millennial population and spend the highest percentage (47 percent) of their food dollars on dining out and food delivery services. The CRA study describes them this way: They "take a well-balanced approach to life. They are conscious of overall health but don't demonize specific ingredients. They are early adopters of food trends and are socially conscious."

Here are the primary characteristics that mark this group.

- Most likely to be male (46%)
- Most likely to reside in an urban area (53%)
- Most likely to have children (67%) and be married (50%)
- Most ethnically diverse (44% nonwhite)
- Most likely to be college educated (51%)
- Most likely to have an income of over \$50,000 a year (73%)
- Balance seekers are also social media champs.
- Spends the most time on social media (29.8 hours a week)
- Most connected on social media (72% have more than 300 followers)
- Most likely to be influenced by what they read online (37%)

#### Bon vivants

A cohort dubbed "bon vivants" is the other millennial demographic segment restaurant operators should get to know. Forty-four percent of their food budget goes toward restaurant purchases, and this group accounts for 28 percent of the overall millennial population. They're "interested in eating out and finding new, exciting dining experiences. Compared to the other three segments, they avoid specific foods and ingredients the least."

Their particulars:

- Most likely to be a "younger" millennial (57%)
- Unlikely to be married (34%); half have children (50%)
- Fewer than half are college educated (41%)
- Fewer than half make more than \$50,000 a year (46%)
- Spends an average amount of time on social media (19.4 hours a week)

The study's authors suggest these three takeaways for restaurant marketers.

1. Millennial segments that dine out the most are more educated than other segments, more apt to live in urban areas and are more likely to be ethnically diverse.
2. Balance seekers are very active on social media. They tend to influence and be influenced by their social network. They are mindful of overall health, without demonizing specific ingredients.
3. Bon vivants are much less active on social media. They spend less time than balance seekers sharing

their experiences with food and beverages online. They're also the least concerned about overall health.

The study identified two other segments, both of whose members spend more of their money in grocery stores than in restaurants.

#### Traditionalists

"Traditionalists" account for 37 percent of the overall millennial population. They are the most likely to be single (69 percent) and live in a nonurban area (70 percent) and are "not an early adopter of new foods." Those in this segment spend just 26 percent of their food budget at restaurants. They average 12.5 hours per week on social media, the least of any group.

#### Food purists

"Food purists" make up 19 percent of the overall millennial population. Eighty-six percent are female and this segment "has the highest level of ingredient and food avoidance." Purists spend 28 percent of their food dollars at restaurants. Their social media habits are average (19.7 hours per week) but their food attitudes are unlikely to be influenced by what they find there. Just 10 percent say they are influenced by what they read online.

The study also looked at the attitudes about how "health conscious" millennials are when dining out in comparison to other demographic groups. It found that few if any of the demographic groups give this factor much attention. "About 75 percent of each age group is not health conscious when ordering at restaurants," the CRA study reports.



## SPOTLIGHT ON LIPMAN

### Lipman Run for Backpacks 5K



Get your running shoes warmed up and join us for the Lipman 5K Run for Backpacks on Saturday, April 23, 2016 at 8:00 a.m. With a Junior Fun Run following at 9:00 a.m., the whole family can be involved!

The race kicks off this year's Immokalee Harvest Festival and will follow the same route as the parade that begins right after the races. Awards will be given to winners in all age groups.

All proceeds of the race will benefit Lipman's 5<sup>th</sup> Annual Backpack Giveaway in August. This awesome event provides backpacks filled with school supplies (and other surprises) to children in Immokalee. If that isn't exciting enough, there's also entertainment, free food, complimentary haircuts and many other things to help us make sure children can be prepared and have fun as they head back to school.

Registration is easy and includes a t-shirt, race bib, and timing chip. There are three ways to register:

1. In person at Lipman's Immokalee office (315 New Market Road)
2. Online at [www.raceit.com/search/event.aspx?id=36581](http://www.raceit.com/search/event.aspx?id=36581)
3. Follow the link on Lipman's website- [www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com)

Come help us kick off this year's Immokalee Harvest Festival and support the children of our community!



## PRODUCE BAROMETER

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



## MARCH CALENDAR

### All Month

International Expect Success Month

**March 27**

Easter

**March 28**

Something on a Stick Day

**March 29**

National Mom & Pop Business Owner's Day

## Estero, FL Weather

Fri	Sat	Sun	Mon	Tue	Wed	Thu
Mar 25	Mar 26	Mar 27	Mar 28	Mar 29	Mar 30	Mar 31
84°F	86°F	84°F	82°F	81°F	82°F	82°F
70°F	73°F	72°F	72°F	70°F	68°F	70°F
SSW 9 MPH	SVV 7 MPH	SSE 7 MPH	VSVV 8 MPH	VNNV 6 MPH	E 12 MPH	S 14 MPH
Precip 30%	Precip 50%	Precip 30%	Precip 30%	Precip 40%	Precip 40%	Precip 30%
Averages	Averages	Averages	Averages	Averages	Averages	Averages
81°F/58°F	81°F/58°F	81°F/58°F	81°F/58°F	82°F/58°F	82°F/59°F	82°F/59°F



## NEWS IN THE GROCERY TRADE

### 5 Things Every Grocer Should Know About Healthy Eating

By: Allison Stowell, [www.progressivegrocer.com](http://www.progressivegrocer.com), March 4, 2016

As the U.S. Food and Drug Administration gears up to roll out its newly revamped Nutrition Facts label, industry leaders remain at odds over whether the changes will actually make a difference in encouraging American consumers to make healthier choices.

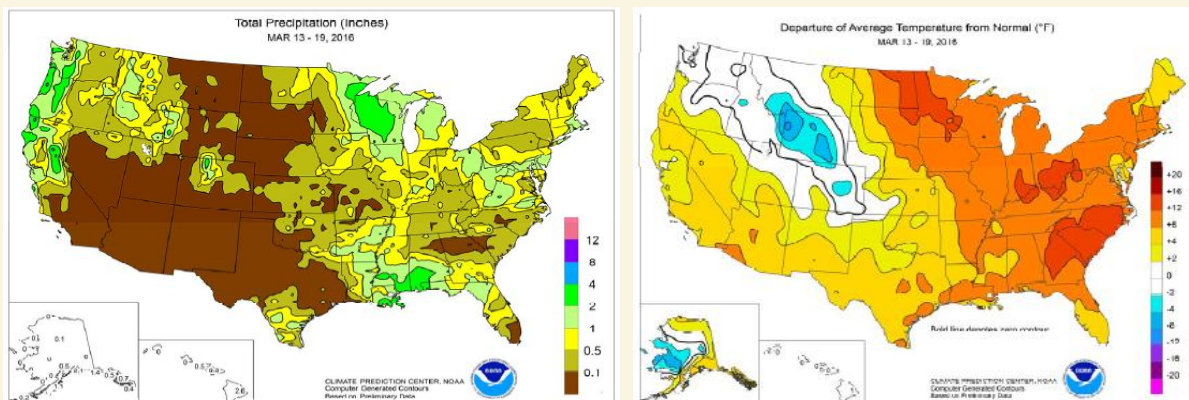
Regardless of proposed portion-size adjustments, the addition of macronutrients and other label changes, the fact is that consumers are turning packages over and reviewing labels – especially ingredient lists – more than ever before. As a grocer, here are five things you should know to satisfy consumers' desire for greater transparency in labeling and ingredients:

- **Transparency is important.** Heightened awareness surrounding allergies, sensitivities, digestive intolerance and chemical additives is driving consumers to look for short lists of “pronounceable” ingredients that appear to be devoid of chemicals, artificial ingredients, fillers and other undesirable attributes. Aside from the ingredients list, physically transparent packaging is also enticing, allowing customers to see exactly what they're getting – such as a granola bar that's clearly just nuts and fruit – as well as helping them compare product quality and value.
- **Going beyond the hype.** Consumers are also becoming increasingly savvy when it comes to looking beyond front-of-package callouts to make sure the ingredient list supports those claims. “Natural” is no longer enough; that claim needs to be defined by specific details, such as “minimally processed,” “no added hormones” and “no rBST.” “Free from” continues to be an attractive call out for consumers, encouraging them to further explore a product that doesn't contain ingredients they wish to avoid.
- **Simplicity rules.** Consumers use and appreciate assistive shelf tags such as the Guiding Stars program to cut through the clutter and noise in the supermarket to find foods that fit their dietary needs. They don't always have the time to read every label and decipher the enigmatic Nutrition Facts — they want the clear, concise insight that at-a-glance shelf tag labeling provides.
- **Half-scratch home runs.** By and large, consumers know they should be cooking and consuming more whole foods from scratch and fewer pre-packaged, prepared, “engineered” products. The problem is, few have time for elaborate made-from-scratch meals on a daily basis. Healthful products that can help them get good food on the table faster are highly desirable — everything from ready-to-cook selections like stir-fry or kabobs, to prepped ingredients like diced onions and peppers, and wholesome quick-cooking grains, can help busy shoppers provide nutritious meals and save time. Thanks to savvy grocers, the two don't have to be mutually exclusive.
- **Loving local.** The “locavore” movement is gaining momentum as consumers look to eat more food that's locally produced, for both the nutritional and economic benefits. Partnerships between retailers and local farms/food producers satisfy this desire for consumers and allow them to fill their shopping cart with these foods in a one-stop shop, rather than needing to visit local farmers' markets.

While it might seem as though it's not the grocer's job to help customers make healthier choices — only to provide the options — there's actually a great deal that supermarket operators can do to create a more efficient and health-conscious shopping experience. Simple labeling is a start, along with providing the right mix of products and presentation to help customers make eating healthy easier.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## AN APPLE A DAY

### As Week Progresses, Healthy Orders Dwindle

By: Nicole Duncan, [www.qsrmagazine.com](http://www.qsrmagazine.com), March 24, 2016

Mondays can be manic, but a new study finds that it also might be the healthiest day of the week. According to digital order and delivery service Caviar, 52 percent of deliveries made at the start of the workweek are healthy. That figure slowly decreases as the week progresses, dropping significantly Friday and finally hitting its lowest point on Saturday when only 40 percent of orders considered "healthy."

"According to our data, customers are more likely to increase their unhealthy item orders as the week goes on," says Catherine Ferdon, a spokeswoman for Caviar's parent company Square. "We don't know what specifically causes this behavior, but we do have a few hypotheses. As you can imagine, people may be letting loose by the time the weekend rolls around, celebrating the end of a long work week with some more indulgent foods than they might choose earlier in the week."

The trend is especially apparent in an animated GIF, which Caviar created in house. As Monday moves to Saturday, the unhealthy side of the pie chart gains more ground. It tapers slightly on Sunday before retreating back to 48 percent on Monday.

Caviar indexed 100 healthy and 100 unhealthy terms to categorize different menu items. Foods like pizza, burritos, hot dogs, and burgers were automatically labeled as unhealthy, just as salads and soups fell into the healthy category. As Ferdon points out, other foods could not be qualified as either healthy or unhealthy. For example, sandwiches could be healthy (e.g. a vegetable-hummus sandwich) or unhealthy (a cheese-smothered meatball sub) depending on the filling. Similarly, the word "strawberry" could not be indexed because dishes like strawberries and yogurt would be healthy, but strawberry shortcake would not.

"We tried to keep it to the most popular, general 'healthy' and 'unhealthy' terms, which means that some of the food we deliver don't fall into either category here," Ferdon says. "In general of those that do, it's just showing that clear trend between healthy and unhealthy falling off by the end of the week."

And while Caviar isn't drawing any firm conclusions from the raw data, the numbers might mirror another trend: New Year's resolutions. Just as more than half of Caviar users begin the workweek with a renewed commitment to healthy choices, so too do many New Year's resolutions begin strong before tapering off.

Caviar will share this data with its restaurant partners as such data could help operators decide when to promote its healthier menu options (Monday and Tuesday) and its more indulgent foods (Saturday and Sunday).

"It gives people a better understanding of what people around them might be ordering, especially if they're feeling that maybe they shouldn't be ordering that extra slice of pizza. At least they know that many people are feeling the same way toward the end of the week," Ferdon says.

## MARK YOUR CALENDAR & PACK YOUR BAGS

### May 4-5, 2016

Southeast Produce Council's  
Terry Vorhees Charity Golf Classic  
Atlanta National Golf Club  
Atlanta, GA  
<http://spccharitygolfclassic.com>

### July 29-31, 2016

PMA Foodservice Convention & Expo  
Hyatt Regency Monterey Hotel & Spa  
Monterey, CA  
[www.pma.com/events/foodservice](http://www.pma.com/events/foodservice)

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