



On The Horizon

MARKET UPDATE

Tomatoes: With local deals finished and Georgia crops on their last few days, Eastern tomato production is now limited to Florida areas that were affected by Hurricane Irma. Farms in the Palmetto/Ruskin area have very light volumes of fruit and are small on size, but quality is nice on what's available. Eastern round and roma tomatoes will be in short supply until South Florida crops come in with full production in mid to late December. Grape tomatoes are likely to recover sooner- possibly a few weeks before the other varieties. However, these estimations are dependent on weather and could vary either way.

California round and roma production is likely to finish up this week, as forecasted rain will likely affect the few remaining farms. This shifts Western sourcing to Mexico where volumes should remain steady for at least the next few weeks. The grape tomato situation continues to be tough. Baja's single shipper has hit the seasonal decline and other areas have very limited production. Look for a bit more fruit crossing at Nogales in 3 weeks.

Bell Peppers: With local deals finished for the season and South Georgia experiencing cool weather and reduced yields, bell peppers are short in the East. Plant City is expected to come on board over the next few days, bringing a little more volume to market, but not enough to meet Eastern demand. In the West, the California desert is now in crown picks with excellent quality and mostly bigger pepper. We're also beginning to see signs of Mexico's early crops. Fruit quality is nice, but there's no size to speak of yet.

Cucumbers: Baja's cucumber crossings continue to be strong and Mainland Mexico's volume is increasing. There should be more product next week, but Eastern demand could keep availability moderated. There have been some concerns with light color and hollowing due to hot weather and rapid growth, but there is good product available.

In the East, Georgia continues to ship nice product, but volumes are limited due to cool weather and yield concerns. Florida areas are beginning to come on, but overall, cucumber availability remains snug for Eastern markets.

Summer Squash: Like other veg commodities, Eastern squash production is coming out of Georgia and Florida. Cooler temperatures have slowed production and produced more fancy than medium-sized fruit, but quality has been nice. Strong volumes of both colors are coming out of Hermosillo this week, with more squash volume building from the Guasave area as well.

Green Beans: Green beans are extremely scarce in the East. With Georgia's disease pressure and cool weather, volumes are minimal. Look for a few Florida shippers to start over the weekend, which will add a bit more product to the scene. The West has very limited numbers from the Central Valley of California as growers wind down, but is now seeing moderate volumes from the desert. Look for the desert to go through this month and be joined in a few weeks by a handful of shippers from Mexico.

Eggplant: With local deals wrapped up and Georgia's weather/yield/quality concerns, eggplant has become very tight in the East. Look for Florida to start in a light way over the next week. As California farms begin to wind down, a few shippers from Mexico are beginning to cross product at Nogales. Quality of first arrivals has been nice.

Chili Peppers: Sinaloa and Sonora expect to see more chili pepper volumes in the coming days, as growers get into full harvests. Quality has been up and down due to extreme heat, but should improve over the next 10-14 days. Georgia farms continue to offer good quality on most chili varieties, but will be wrapping things up soon. Florida has yet to start, but should come on with chilies in a few weeks.

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TRANSPORTATION FACTS

*The National Diesel Average is up \$.02 per gallon this week, moving from \$2.80 to \$2.82 per gallon.

* The average price for a gallon of diesel fuel is \$.34 higher than the same time last year.

* Prices rose in all reporting areas with the most notable change in the Midwest region (up \$.03).

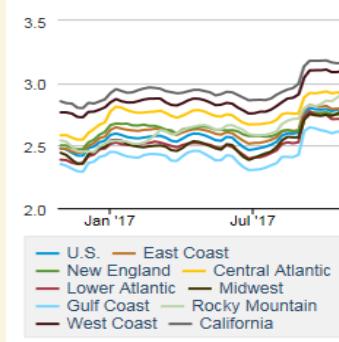
* As usual, California is the high price leader for diesel fuel at \$3.19 while the Gulf Coast region continues to offer the best bargain at \$2.64 per gallon.

*The WTI Crude Oil price climbed 4.2% this week, moving from \$52.18 to \$54.38.

*Trucks are short in potato/onion shipping areas and at Mexico-Texas crossing points. However, transportation availability is adequate in other vegetable shipping regions.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

RESTAURANT INDUSTRY NEWS

Millennials, Yes Millennials, Likely to Prefer Chain Restaurants: Study

By: Johnathan Maze, www.nrn.com, October 31, 2017

Younger consumers are far more likely than their older counterparts to prefer chains to independent restaurants, according to an annual global consumer survey from consulting firm AlixPartners.

"We were surprised to see that," AlixPartners Managing Director Kurt Schnaubelt said in an interview. "The Baby Boomer wants independents and wants full-service restaurants."

The results came in a global survey of more than 8,000 consumers in a dozen countries, including the U.S.

According to the survey, 28 percent of consumers 18 to 24 prefer chains, while 31 percent of consumers 25 to 34 prefer chains. That number drops as consumers get older — only 13 percent of worldwide consumers over 55 prefer chains.

To be sure, consumers both in the U.S. and globally are more likely to prefer an independent to a chain restaurant. But a surprising number simply don't care. In the U.S., for instance, 46 percent of consumers are indifferent as to whether a restaurant is a chain or an independent.

As such, two thirds of consumers either prefer a chain restaurant, or it just doesn't matter.

"We trust a brand that has more than a couple of units open," Schnaubelt said. "We know these units are this particular brand because of the technology or the food or both."

The results are good news for chain restaurants, which are eager to attract younger consumers.

Consumers willing to spend more?

One bit of good news from the study: Consumers were more

likely to say they plan to eat out more often in the coming year.

Globally, consumers were more likely to say they plan to dine out more in the next 12 months than they were to say they would dine out less (34 percent to 19 percent) and they were also slightly more likely to say they would spend more than they would spend less (28 percent to 26 percent).

It's the first time in the 10 years AlixPartners did the survey that consumers were more likely to eat out more and spend more, Schnaubelt said.

"Globally, you see the willingness to spend money and go out frequently," he said, noting that the willingness is especially strong in China, the UAE and Saudi Arabia. That's an important consideration for many chains as they look to expand into other markets.

Indeed, consumers were less likely to say they plan to dine out less in the coming year in all major markets, including the restaurant-loaded U.S. market.

The survey nevertheless found that restaurants compete with other industries for spending. According to the survey, 40 percent of consumers who said they plan to spend less will reallocate that money to travel, while 37 percent said they'll spend it on retail purchases other than food.

Delivery potential

Consumers clearly love delivery, given its current growth both in the U.S. and globally. But they also prefer companies that do it themselves over third-party providers.

On average, three-quarters of consumers say chains need to offer more delivery options.

Yet 49 percent said they prefer to order delivery directly from restaurants, while just 12 percent said they prefer a third-party provider.

And 40 percent said they would order from a virtual restaurant that has no pick-up or dine-in service.

"When you talk to consumers, they prefer ordering from the restaurant," Schnaubelt said. "When you order from a third party service, the restaurant has no control over it. Somebody else placed the order. You lose control of communication with a human being at the local restaurant."

Loyalty programs are more important

In the U.S., a lot more consumers say now that loyalty programs are extremely influential over their dining decisions.

According to the survey, the percentage of consumers who say that loyalty programs are "very" or "extremely" influential increased from 16 percent two years ago to 25 percent this year.





LIPMAN RECIPE CONTEST

Thanks to Amy Holcomb of Lipman Dallas for sharing her delicious recipe for homemade veggie soup. She is now eligible to win the November Grand Prize!

Amy's Homemade Veggie Soup

2 lbs ground beef	1 can dark red kidney beans, drained
4 Crimson Queen tomatoes	1 can black beans, drained
2 zucchini	1 can pinto beans, drained
2 yellow squash	1 tbsp cumin, or more to taste
1-2 jalapenos (to taste)	Dash of paprika
1 yellow onion	Dash of chili powder
2 boxes vegetable broth	Salt & pepper

1. Brown the meat in a stock pot. As it's browning, chop up produce into decent size chunks.
2. Drain meat once it's browned.
3. Add to the meat in the stock pot all chopped produce, broth, beans, spices and a little extra water if you want more liquid.
4. Simmer for 30 minutes.

Amy recommends serving this soup with cornbread!



Here's how to enter: If you have a vegetable-oriented favorite dish that your family and friends expect to see on your holiday table, please send the recipe to joanna.hazel@lipmanproduce.com. A grand prize winner will be selected each month with the winner receiving a Lipman "bag of swag" and a gift card!! Here are the rules:

1. This contest is open to all customers, partners and employees of Lipman.
2. One recipe will be published each week, with the monthly winner being chosen from the weekly winners.
3. To be considered for each week's selection, please submit your recipes by Tuesday EOB.
4. Recipes should include or feature at least one Lipman item. With so many tomatoes and vegetables to choose from, that should be easy!
5. Winning recipes will be chosen based on several criteria including: originality, use of Lipman products, flavor profile, and presentation.
6. Submit a picture of the finished product with your recipe for bonus points!

PRODUCE BAROMETER

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



NOVEMBER CALENDAR

All Month
 Military Family Appreciation Month
November 5th
 Daylight Savings Time Ends
November 6th
 National Nachos Day
 Fill Your Stapler Day
November 11th
 Veterans Day

Ruskin, FL Weather

Fri Nov 3	Sat Nov 4	Sun Nov 5	Mon Nov 6	Tue Nov 7
82°F 64°F NE 9 MPH	84°F 65°F NNE 10 MPH	83°F 66°F NNE 9 MPH	83°F 66°F NE 8 MPH	84°F 71°F NE 7 MPH

AN APPLE A DAY

5 Creative Ways to Ditch Extra Halloween Candy

By: Charlotte Markey, www.usnews.com, November 1, 2017

Every year around April, I find "leftover" Halloween candy in a cabinet or closet somewhere. "What a waste!" I always think. "All that collecting and so little enjoying." So this year, I plan to spare myself some spring cleaning by getting rid of all those treats early on. Here's how you can do the same:

1. Make cookies.

You don't have to be an avid baker to know that many types of candy can be substituted for chocolate chips in your favorite cookies. I've tried this a couple of times myself with mixed results. I recommend blondies or brownies as the base, and plain chocolate bars or perhaps something toffee-flavored as the "chips." But don't eat them all right away; instead, consider them "holiday cookies." Just seal them up tightly and stick them in the freezer. You'll be glad you did when you unexpectedly need a gift for someone in a couple of months.

2. Donate it.

The Ronald McDonald House is one good option for donations. Its website allows you to search by state to find locations near you. Homeless shelters may also take leftovers; just be sure to call ahead or check out the organization online first.

3. Put it in a piñata.

No, I'm not kidding. Those little bite-sized candies are the perfect size to squeeze into a piñata. Who – child or adult – doesn't like an excuse to swing a bat at a defenseless object that will respond with a release of candy? If no one in your family has a birthday on the horizon, opt for a Thanksgiving piñata. You can buy one for your family gathering at a retailer or through the website pinatas.com. Or, if you're particularly crafty, you can go down the Pinterest rabbit hole and learn how to make one yourself.

4. Send it to the troops.

Plenty of organizations make it easy to share all sorts of goods – candy included – with the men and women protecting us. Operation Gratitude sends care packages abroad with the goal of "putting a smile on soldiers' faces." Its website contains information about shipping. Soldiers' Angels will exchange kids' candies for nonedible prizes, and you can receive a receipt for your tax deductible donation.

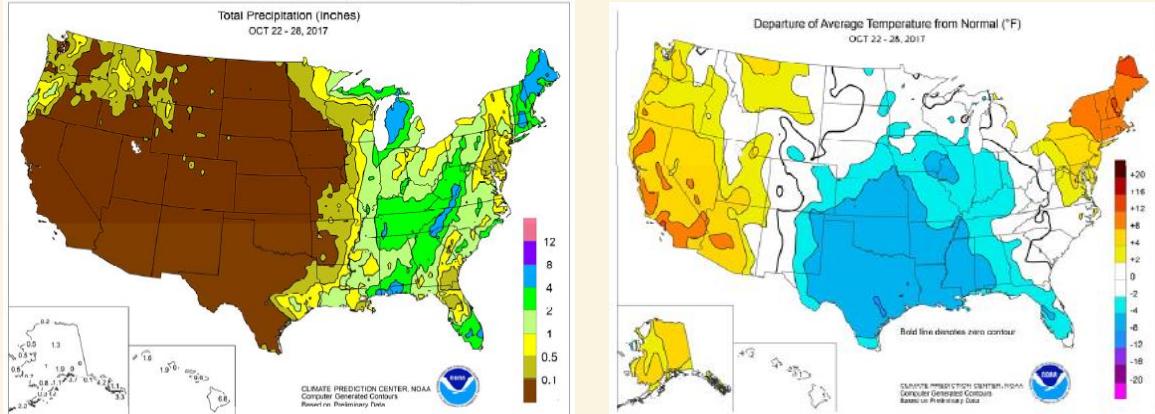
5. Bring it to work.

How well this strategy goes over depends on where you work. I've found that my college students are often grateful for a little treat in our post-lunch classes. Other faculty and staff who aren't buried in candy in their own homes often don't mind a mini Snickers either. Of course, if you work at a doctor's or dentist's office, you may be criticized for sending the wrong message to patients. But, in that case, you can register your office as a buyback location for some of the organizations listed above that accept candy donations.

As I've said before, allowing yourself (and your kids) some sweet indulgences can be valuable. None of these suggestions are meant to imply that you need to get rid of all of those little boxes of Nerds and Hershey's Kisses ASAP. Just don't leave them in a bag, basket, cupboard or closet until spring!

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

5 Key Trends Set to Define Food Retail in 2018

By: Gina Acosta, www.retailleader.com, October 26, 2017

Five key trends are set to impact food retailers and suppliers in the coming year. According to a new report from Mintel, consumers will increasingly expect to see transparency and traceability for all products. Health and wellness will become a priority for many consumers and that includes choosing food and drink that address perceived nutritional, physical and emotional needs.

"In 2018, Mintel foresees opportunities for manufacturers and retailers to help consumers regain trust in food and drink and to relieve stress through balanced diets as well as memorable eating and drinking experiences," Jenny Zegler, Global Food and Drink Analyst at Mintel, said. "There also is an exciting new chapter dawning in which technology will help brands and retailers forge more personalized connections with shoppers, while enterprising companies are using scientific engineering to create an exciting new generation of sustainable food and drink."

Other major trends predicted to play out in food and drink markets around the world include:

Full Disclosure

Widespread distrust has placed pressure on manufacturers to offer thorough and honest disclosures about how, where, when and by whom food and drink is grown, harvested, made and/or sold.

The need for reassurance about the safety and trustworthiness of food and drink has led to increased use of natural as well as ethical and environmental claims in global food and drink launches. In addition to more specific product details, the next wave of clean label will challenge manufacturers and retailers to democratize transparency and traceability so that products are accessible to all consumers regardless of household income.

Self-Fulfilling Practices

The frantic pace of modern life, constant connectivity, pervasive distrust and contentious tones in politics and the media have caused many consumers to look for ways to escape negativity in their lives. Many people who feel overwhelmed are focusing on "self-care," or prioritizing time and efforts dedicated to themselves.

Looking ahead, individual definitions of self-care and balance will reinforce the need for a variety of formats, formulations and portion sizes of food and drink that present consumers with positive solutions—and treats—that can be incorporated into their customized and flexible definitions of health and wellness. Going forward, more consumers will be looking for ingredients, products and combinations of food and drink that provide nutrition, physical or emotional benefits that advance their priorities for self-care.

New Sensations

In 2018, the sound, feel and satisfaction that texture provides will become more important for food and drink companies and consumers alike. Texture is the next facet of formulation that can be leveraged to provide consumers with interactive—and documentation-worthy—experiences. The quest for experiences will provide opportunities for multisensory food and drink that uses unexpected texture to provide consumers, especially the teens and young adults of the iGeneration, with tangible connections to the real world, as well as moments worth sharing either in-person or online.

Preferential Treatment

As technology helps to make shopping as effortless as possible, an era of targeted promotions and products is emerging. Motivated by the potential to save time and ideally money, consumers are sampling a variety of channels and technologies when shopping for food and drink, including home delivery, subscription services and automatic replenishment.

Companies and retailers can leverage technology to establish new levels of efficiency, such as customized recommendations, cross-category pairings and resourceful solutions that save consumers time, effort and energy. Opportunities exist for companies to tempt consumers by creating products, suggesting combinations of goods and other options across consumer categories that make shopping more efficient and affordable for customers.

FRESH

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MARK YOUR CALENDAR

PACK YOUR BAGS!

November 13-15, 2017

United Fresh's Brandstorm
Hotel Nikko San Francisco
San Francisco, CA
www.unitedfreshbrandstorm.org

March 1-3, 2018

Southeast Produce Council's
Southern Exposure
Tampa Convention Center
Tampa, FL
www.southernexposure.seproducecouncil.com

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