

# On The Horizon

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## Market Update

**Tomatoes:** Ruskin/Palmetto crops came on ahead of schedule due to warm weather and are now seeing smaller sizing on rounds. There's plenty of small fruit in the market, but 4x5's are on the short side. As Ruskin production slows, we may see a light week or two until South Florida gets into stronger production. Quality remains average to good despite recent rains.

Round availability in Baja and Eastern Mexico is light with hit and miss quality. The volume situation will remain this way until Western Mexico gets up and running after Christmas. Roma availability is also sporadic until Christmas, but new crops should begin before rounds. Some lots of romas are showing checkerboard and skin check caused by previous rains.

**Bell Peppers:** Florida bell pepper crops are also ahead of schedule and growers are getting into their second picks now. Availability is good and quality is average. California is finishing up on peppers, which shifts the West to Mexico for fruit. Volume from the mainland continues to be light as growers are just breaking fields and getting started. We don't expect a big increase in volume until the second week of December.

**Green Beans:** Green beans are short this week, as normal for the Thanksgiving holiday. Availability should improve throughout the country after the weekend.

**Cucumbers:** Cucs are short in the East this week, as growers see yields affected by previous weather concerns. Product could remain snug until offshores make their way into the market. Northern Mainland Mexico is crossing light volumes as cooler weather has slowed production for Western markets. Southern Mainland growers are getting started and should provide more volume in 7-10 days.

**Summer Squash:** Both markets are short on squash this week. Mexican growers are transitioning between fields and new ones are slow to start due to cool weather. Florida's crops are seeing light yields due to weather patterns.

**Eggplant:** Supply is steady and quality is solid throughout the country on eggs this week.

**Chili Peppers:** Jalapeno volume is increasing somewhat in the East, as Southern Florida is now up and rolling. Acreage on other chilies is limited, which will send the East toward Mexico for much of the season. Chili availability has improved slightly in the West, as new areas and fields get started. Quality from the new growing districts is good while some of the older areas are shipping fruit with shrivel and color turn.

**Onions:** Volume is available on all colors and sizes, with shipments coming from Washington, Idaho, and Oregon.



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## Transportation Facts

\*The National Diesel Average dropped almost \$.04 this week and now comes in at \$2.45 per gallon.

\*The average price for a gallon of diesel fuel is \$1.18 lower than the same time last year.

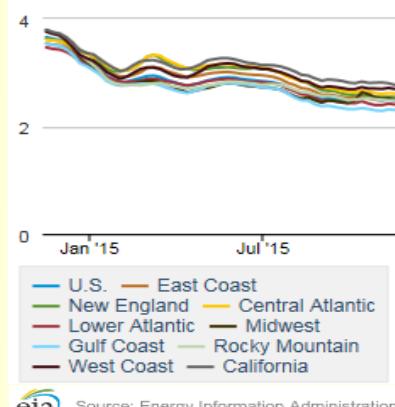
\*Fuel prices decreased in all reporting areas this week. The most notable drop came from the Midwest, where a gallon of diesel fell \$.05.

\*California reported the highest-priced diesel fuel of the week at \$2.73. The cheapest fuel in the nation is in the Gulf Coast area at \$2.28.

\*The WTI Crude Oil Price increased slightly (2.7%) this week, moving from \$40.67 to \$41.75 per barrel.

## On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration



## News in the Grocery Trade FOOD RETAILERS SHIFT AD STRATEGIES

By: Mark Hamstra, [www.retailleader.com](http://www.retailleader.com), November 2015

Food retailers are adjusting their promotional strategies as print media continues to lose ground to digital communication channels and as an improving economy reduces the need for aggressive offers. Those trends are detailed in a survey published by Aptaris LLC, a marketing software and service company, in partnership with Topco Associates LLC, a cooperatively owned provider of products and services.

The report, "2015 Advertising & Promotional Practices Among U.S. Supermarket Retailers," found that 54 percent of respondents expect to decrease their use of printed circulars during the next three years. The balance said their use of that medium would remain at current levels.

Every retailer surveyed said they expect to increase the incorporation of digital coupons in their marketing mix, and likewise 100 percent of food retailers surveyed said they expect to leverage more mobile coupons and offers. Almost all—92 percent—said they expected to ramp up their use of e-mail for customer communications. Seventy-five percent said they expect to make more use of Facebook, and 70 percent said the same of Twitter.

Tom O'Reilly, CEO of Aptaris, says that in order for retailers to optimize digital promotions, they need to leverage the information they

have about their loyal customers to deliver relevant offers with highly tailored messages.

"Armed with data such as demographics, shopping habits and communications preferences, supermarkets can use redemption percentages to apply additional manufacturer shopper marketing dollars and increase funding," he says.

They survey found that fewer than half—45.5 percent—of food retailers currently conduct targeted advertising or promotional outreach based on demographics, psychographics or behavioral variables, such as past purchases.

Not surprisingly, although newspaper advertising still captures the largest share of supermarket ad spending, use of that medium continues to decline sharply. Survey respondents reported spending 42.3 percent of their budget on newspaper ads in 2015, down from 46.7 percent in 2010 and 60 percent in 2002. (The 2010 and 2002 figures were reported in Food Marketing Institute surveys.)

Rather than relying on newspapers and circulars, food retailers report that they are expanding the number of channels they use for communication with their customers. Seventy-one percent said they currently use a wider variety of communication vehicles than

they did three years ago, and 65 percent expect to use an even wider array of vehicles in the next three years. Meanwhile nearly half of food retailers surveyed—47 percent—said they are making adjustments to their advertising strategies as the improving economy reduces the need for aggressive discounting.

O'Reilly suggests that retailers take advantage of this opportunity to test and learn, rather than dial back on promotions.

"Do A/B tests and find out what's relevant to shoppers with the goal of expanding effective campaigns wider and deeper to drive sales," he says. "Harnessing resources to organize and analyze big data and information from loyalty programs will be critical to ensuring promotions are meaningful to customers, as well as successful and profitable for retailers in partnership with manufacturers."





## LIPMAN CELEBRATES From the Kitchen of Stephanie Phillips

*There's no better way to celebrate the upcoming holidays than with a good meal between family and friends. This season, we'd like to invite you into the kitchens of some of Lipman's own as they share their favorite holiday traditions and foods.*

**Stephanie Phillips-** Customer Service Analyst

**Lipman Location-** Clarksville, AR

**Holiday Traditions-** My family enjoys using a real live tree to decorate for the holidays. Trimming the tree is a family occasion and we share a special tradition. Each married couple has a special ornament that they place on the tree together at the very end of the decorating process. As the ornament is placed, the couple seals the deal with a kiss! We have been doing this for 31 years now.

**Recipe Notes-** I always make a double batch of this recipe so that there's enough for my extended family. It's just a given that I will bring this to holiday gatherings!

### GOLDEN BROCCOLI BAKE

1 ½ lbs broccoli, cut up (6 cups) or one 16 oz package frozen cut broccoli  
 1 7 ½ oz can cream of mushroom soup  
 ¼ cup shredded American cheese  
 2 tbsp milk  
 1 tbsp mayonnaise or salad dressing  
 1 tbsp chopped pimento  
 2 tsp crushed cheese crackers

Cook fresh broccoli, covered, in a small amount of boiling water for 9 to 11 minutes or until crisp-tender. Or cook frozen broccoli according to package directions. Drain and transfer to a 1 ½ quart casserole. Combine soup, cheese, milk, mayonnaise and pimento. Stir into broccoli. Top with crushed cheese crackers. Bake at 350 degrees for about 30 minutes or until hot. Serves 6.

### PRODUCE BAROMETER

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



### December Calendar

#### All Month

Stress-Free Family Holiday Month

**December 2<sup>nd</sup>**

National Salesperson Day

**December 5<sup>th</sup>**

National Comfort Food Day

**December 6<sup>th</sup>**

Hanukkah Begins

### Immokalee, FL Weather

Wed Nov 25	Thu Nov 26	Fri Nov 27	Sat Nov 28	Sun Nov 29	Mon Nov 30
 81°F 66°F E 17 MPH	 81°F 66°F ENE 17 MPH	 82°F 66°F ENE 15 MPH	 82°F 68°F NE 16 MPH	 82°F 66°F ENE 13 MPH	 84°F 70°F NNE 6 MPH
Averages 81°F/57°F	Averages 81°F/57°F	Averages 81°F/56°F	Averages 80°F/56°F	Averages 80°F/56°F	Averages 80°F/56°F



**An Apple a Day  
ONLY 4 PERCENT OF AMERICANS ARE EATING ENOUGH VEGETABLES**

By: Susana Guerrero, [www.sfgate.com](http://www.sfgate.com), November 18, 2015

When it comes to eating vegetables, Americans aren't doing much better than your average school kid. Only 4 percent meet their daily required consumption of veggies, according to the National Fruit and Vegetable Alliance.

The Alliance's 2015 Report Card has given consumption of vegetables among kids a D grade while the marketing of vegetables has received an F.

But even with the growing popularity of vegetable-forward restaurants and veggie-inspired meals, there is still a lack of vegetables consumed at home. The 2015 Report Card says that the problem is getting worse. The average consumption of vegetables, which excludes fried potatoes, declined by 6 percent during the past five years.

The report offers a reason why this is the case:

"Dinner looks different these days. The growing popularity of convenience items and one-dish meals, such as pizza and sandwiches, has pushed the vegetable side dish off the plate."

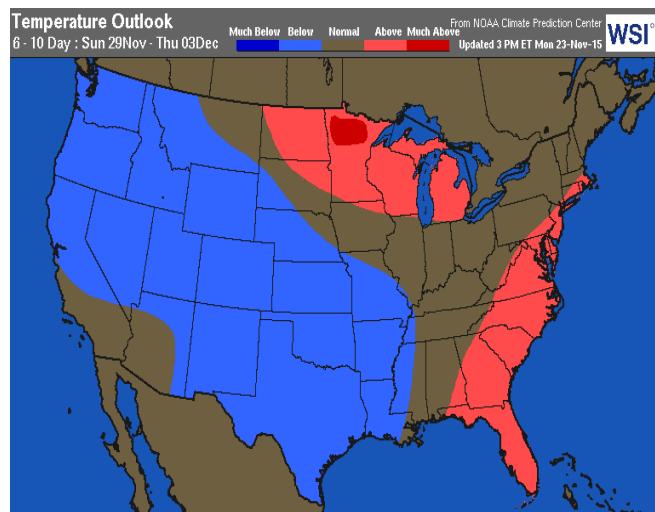
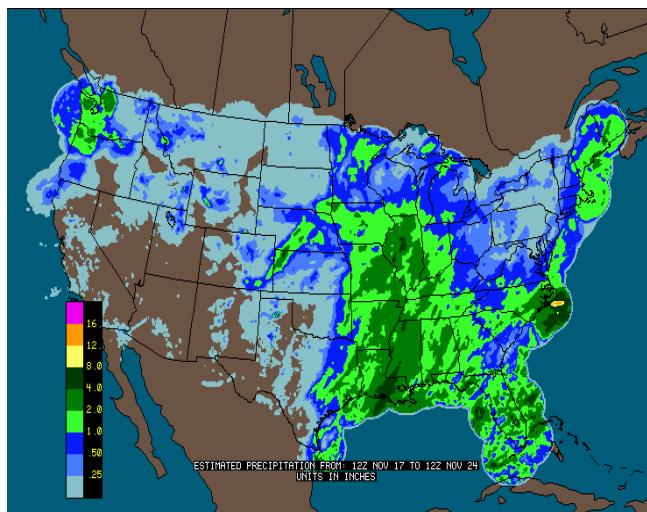
When it comes to preparing meals at home, the article suggests that parents may not be as strict on making sure their kids have enough vegetables. Elizabeth Pivonka, registered dietitian and president and CEO of the Produce for Better Health Foundation, explains that parents don't want to be line cooks and make tailored meals for everyone at home.

"It used to be: This is what we're eating, so eat it," Pivonka told USNews.

One third of parents (35 percent) view getting their kids to eat vegetables as a battle, just behind getting them to clean their room and to stop bickering.

The organization has created a game plan that will increase accessibility of vegetables in communities, schools, worksites and on menus. They will provide nutrition education and promotion efforts that will give people the skills and motivation to eat more veggies.

**NATIONAL WEATHER SPOTLIGHT**  
**Weekly Precipitation and Temperature Outlook**





## Keep Your Eye on the Consumer MILLENNIALS PUT THEIR UNIQUE SPIN ON THANKSGIVING

[www.csnews.com](http://www.csnews.com), November 23, 2015

CINCINNATI – The days of kicking back in front of the television at their parents' house while mom prepares Thanksgiving dinner are coming to a close for the millennial generation. This year, more millennials than ever before plan to host the Turkey Day feast themselves.

New research from Cincinnati-based customer science company dunnhumby shows 59 percent of those aged 25 to 34 will host Thanksgiving this year. These older millennials are most likely to be established in their careers, married or in serious relationships, homeowners and have children of their own.

In typical millennial fashion, technology will be incorporated into the planning and preparation process for the holiday. According to dunnhumby's Thanksgiving consumer trends survey, 21 percent of this age group will buy groceries for their holiday meal using a food delivery app, such as Instacart, Shipt and Google Express. Meanwhile, 16 percent will use a delivery service like Peapod, FreshDirect, AmazonFresh and Blue Apron. These numbers are a sharp contrast to those in the 55-plus generation, none of whom reported using these kinds of services.

Along with utilizing technology to shop for their holiday groceries, millennials are also scouring digital channels for cooking ideas and recipes. Almost half (48 percent) said they will use social media sites like Pinterest, Instagram and Facebook – far above the 27-percent national average. Recipe apps and food blogs will also be popular resources for this group.

"We are in the midst of a generational and attitudinal shift throughout the United States where technology has given rise to the emergence of the new connected customer – not just in regards to Thanksgiving dinner, but for all retail and grocery shopping," said Andy Hill, managing director, North America, for dunnhumby. "It's absolutely vital ... to understand both offline and online behavior through data and customer science in order to create a complete picture of consumer behavior and preferences including how they shop, source their information and share experiences with friends and family."

The Thanksgiving consumer trends survey was carried out by dunnhumby to capture the thoughts, feelings and actions of Americans' Thanksgiving traditions. The survey was fielded online Oct. 13-15 among 500 Americans from a nationally representative sample on age and gender.

### Mark Your Calendar & Pack Your Bags

April 17<sup>th</sup>-19<sup>th</sup>, 2016

PMA Foundation's



Women's Fresh Perspectives Conference  
Loews Coronado Bay Resort

San Diego, CA

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

May 4<sup>th</sup>-5<sup>th</sup>, 2016

Southeast Produce Council's

Terry Vorhees Charity Golf Classic

Atlanta National Golf Club

Atlanta, GA

<http://spccharitygolfclassic.com>

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