



## MARKET UPDATE

**Tomatoes:** South Georgia and North Florida are rapidly winding down the season. Tomatoes are currently being harvested in the Ruskin/Palmetto area where yields are substantially lower than normal due to the effects from Hurricane Irma. Florida's volumes on all varieties will continue to decline through November. The first modest improvement in availability won't come until mid to late December when South Florida begins harvesting. With an empty pipeline likely, Eastern availability may not reach "normal" volumes until the first of the year.

With Northern California finished for the season, Western tomato production is now basically a Mexico deal. Both Eastern Mexico and Baja expect to work existing acreage on rounds through November. The roma situation is similar, although there are a few new areas beginning to harvest this week. Sizing may become a concern, especially on rounds, as growers work through existing crops. Grape tomatoes are very scarce. Baja's production and quality have taken a nosedive and other production areas have yet to get started in earnest. Growers are hopeful to have new crops and slightly better volumes over the next 10-14 days.

**Bell Peppers:** The California Desert is in peak mode and will be pumping out bells for the rest of the month and well into December. Mexico's farms have begun crossing product at Nogales as well. Quality has been excellent from both areas, but sizing is limited out of Mexico. In the East, South Carolina and Georgia are on the way out while more Florida areas are on the way in. Plant City has started shipping product this week which will add to the available volumes from North Florida. Look for South Florida to get in the game during the week of the 20<sup>th</sup>. Overall quality is good, with the better fruit coming from new crops/fields.

**Cucumbers:** Western markets have good supply of cucumbers available this week with product coming from both Baja and Mainland Mexico.

Quality has improved as farms worked through the fruit that had experienced extreme heat. In the East, there are three areas harvesting cucumbers (South Georgia, Plant City, FL, and South Florida) - all with light volumes. Cooler weather is slowing Georgia's volume, but quality seems to be holding up to par. Florida's production has been a little erratic, as areas work through a variety of post-hurricane related situations. Look for Florida to pick up the pace over the next few weeks.

**Summer Squash:** Summer squashes are readily available to both Eastern and Western markets. With nice weather in most growing areas in Mexico and Florida, quality has been good.

**Green Beans:** Green bean availability is slowly beginning to improve as South Florida farms start up for the season. New crop quality is very nice and volumes should begin to build as we move toward Thanksgiving. In the West, the California desert has begun with moderate numbers and will be joined by farms from Mexico late next week.

**Eggplant:** With quality and volumes at a minimum out of South Georgia and North Florida, eggplant has become very tight in the East. Quality is hit and miss as much of the product is coming from older crops now. Supply should improve when South Florida comes to the table in about 3 weeks. Western markets are making the transition from the California desert to Mexico. The fruit crossing at Nogales has been very solid and beautiful so far.

**Chili Peppers:** With California and Georgia out of the picture and not much happening in Florida now, the entire country is looking to Mexico for chili peppers. Quality is excellent from both Sonora and Sinaloa, but availability is snug. Sinaloa is working through a gap between plantings and the Mexican National Market is strong.

## TRANSPORTATION FACTS

\*The National Diesel Average jumped \$.06 per gallon this week, moving from \$2.82 to \$2.88 per gallon.

\* The average price for a gallon of diesel fuel is \$.41 higher than the same time last year.

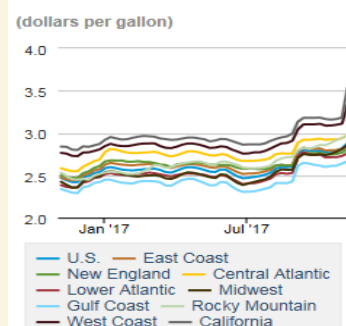
\* Prices rose in all reporting areas with the most notable change in California (up \$.36).

\*With the huge price increase, California continues its role as the high price leader for diesel fuel at \$3.54 while the Gulf Coast region continues to offer the best bargain at \$2.67 per gallon.

\*The WTI Crude Oil price continues to climb this week, moving from \$54.38 to \$56.81, up 4.5%.

\*Trucks are short in potato/onion shipping areas but are available in adequate volumes in other vegetable shipping regions. Look for supply to tighten up next week as orders increase for holiday business.

### On-Highway Diesel Fuel Prices



eia Source: Energy Information Administration

## ON THE HORIZON CONTENTS

Restaurant Industry News- page 2  
Lipman Recipe Contest- page 3  
An Apple a Day - page 4  
News in the Grocery Trade- page 5

Produce Barometer-page 3  
November Calendar- page 3  
National Weather Spotlight- page 4  
Pack Your Bags - page 5

## RESTAURANT INDUSTRY NEWS

### 5 Tips to Reach Hispanic Consumers

By: Marcella Veneziale, [www.nrn.com](http://www.nrn.com), November 8, 2017

Hispanic consumers continue to be one of the most important demographic groups in the U.S.

This young and rapidly growing cohort is driving population growth: The number of Hispanic Americans is expected to grow by 7.7 million people by 2026, according to the U.S. Census Bureau. They're also driving restaurant industry traffic and dollars spent, according to The NPD Group/CREST Hispanic via Univision Communications.

"Hispanics consistently have higher average eater checks across QSR, midscale and casual dining," said Peter Filiaci, vice president of strategy and insights for Univision. "And what seems to have most captured the attention of marketers is that Spanish-dominant Hispanics have even higher average eater checks than Hispanics overall."

While many restaurant chains are already marketing specifically to Hispanic consumers — both Spanish- and English-dominant speakers alike — how can you make sure your message resonates with them? Here are five key trends to consider:

#### 1. Be specific.

The Hispanic demographic group has members of many different cultures, stages of acculturation, ages and language preferences. Your target audience will inform the campaign you craft. For instance, if you want to reach Millennial Hispanic consumers, develop a digital or mobile campaign. Spartanburg, S.C.-based Denny's did just that by meeting these consumers where they live, on social media, by creating a Denny's Latino Facebook page. The strategy makes sense: 68 percent of all Hispanic consumers use some kind of social network, compared with 58 percent of non-Hispanic consumers, according to several studies cited by Denny's. "While Hispanics represent approximately 17 percent of the U.S. population, the Hispanic market represents nearly one third of our customer base, and is one of the fastest-growing customer segments for Denny's," said John Dillon, Denny's CMO.

#### 2. Talk the talk.

Not all Hispanic consumers speak Spanish, but the language is still a foundation for connecting with their

culture. Eighty-seven percent of Hispanic consumers, including both Spanish- and English-dominant speakers, say they appreciate businesses that communicate with them in Spanish, according to Kantar Futures via Univision Communications. And 73 percent of Hispanic consumers say more advertising should be specifically directed at their demographic group. Having Spanish-language marketing materials and hiring Spanish-speaking staff can go a long way towards building a long-lasting relationship with Hispanic consumers. "We have to make it easy for [Hispanic consumers] to have a menu that they can read," said NPD foodservice industry analyst Bonnie Riggs. "That makes them feel like you want them in your restaurant ... and that's going to get them to come to your restaurant more often. That's a competitive point of difference in attracting these folks."

#### 3. Bigger is better.

Hispanic consumers tend to visit restaurants in larger groups than non-Hispanic consumers, and family is a priority. Hispanic consumers dine with their children during 42 percent of restaurant visits, compared with 30 percent of the time for non-Hispanic consumers, according to The NPD Group. "While value and convenience are certainly important to all consumers, in terms of driving trial, they seem to be more important to non-Hispanic consumers, while 'being a fun place to take your family' and 'a place where your kids want to go' are among the top trial drivers for Hispanics," Filiaci said. Hispanic consumers also tend to opt for dine-in options, so while you beef up your delivery program, make sure not to neglect dining areas, and make them appealing to larger groups. And don't forget family-friendly options like a thoughtful kids' menu.

#### 4. Spice it up.

As the size and influence of the Hispanic consumer group has grown, so has its impact on the flavors many restaurants offer. "The growing Asian and Hispanic

populations in the U.S. have introduced new flavors into the American diet, and many of these flavors are now mainstays in our kitchens and on menus," said Ann Roberts, vice president of The NPD Group's SupplyTrack, in a press release. The dollar amount of spices and seasonings shipped to restaurants and foodservice outlets from broadline distributors rose 7 percent year over year, according to NPD's SupplyTrack. For instance, the amount of chili peppers, including habanero and others common in Latin cuisine, shipped to restaurants increased 12 percent. And more flavors popular with Hispanic consumers are gaining popularity, such as hibiscus and dragon fruit. The impact is being felt across all consumer groups, with 75 percent of American adults saying they are open to trying new foods, according to NPD.

#### 5. Think ahead.

Hispanic consumers are increasingly concerned with the freshness and the quality of food served at restaurants, as well as food that is considered environmentally friendly and socially responsible, according to Filiaci. "This is probably not surprising given that the Hispanic population skews so much younger, with a median age more than 10 years younger than the non-Hispanic population," he said.





## LIPMAN RECIPE CONTEST

**Thanks to Jaime Weisinger, our Director of Government and Community Relations, for sharing his wife, Denise's great recipe. He's now eligible to win the November Grand Prize!**

### Beef Taco Skillet with Florida Vegetables

- |   |  |
|---|--|
| 1 lb lean ground beef                     | 1 tsp oregano                                |
| 2 cloves garlic, minced                   | 1 tsp onion powder                           |
| 2 yellow, red, or orange peppers, chopped | 2 tsp chili powder                           |
| 1 poblano pepper, chopped                 | Sea salt and black pepper, to taste          |
| 1 large zucchini, quartered and sliced    | 1 cup shredded Monterrey Jack cheese         |
| ½ red onion, diced                        | Fresh cilantro, chopped, to taste (optional) |
| 2 cans fire-roasted tomatoes, drained     |  |

### Directions:

1. In a 12" skillet, break up and brown ground beef. Drain excess fat once beef is browned.
2. Add in veggies and seasonings. Cook until the onions are translucent.
3. Top evenly with cheese and cilantro.

### Serving Suggestions:

- \*Serve plain, over brown rice, or in a whole wheat tortilla.
- \*Top it off with your favorite hot sauce.
- \*If you prefer milder flavor, substitute a green bell pepper for the poblano pepper.



**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](mailto: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 to Excellent	Lower
Cucumber	Good	Lower
Eggplant	Varied	Higher
Green Beans	Good	Steady
Jalapenos	Good	Higher
Onions	Excellent	Steady
Squash	Good	Lower
Tomatoes	Good	Higher



## NOVEMBER CALENDAR

### All Month

National Pepper Month

**November 14<sup>th</sup>**

National Pickle Appreciation Day

National Guacamole Day

**November 15<sup>th</sup>**

National Clean Out Your

Refrigerator Day

**November 16<sup>th</sup>**

National Fast Food Day

### Ruskin, FL Weather

Fri Nov 10	Sat Nov 11	Sun Nov 12	Mon Nov 13	Tue Nov 14
80° F	82° F	83° F	81° F	76° F
64° F	67° F	65° F	60° F	56° F
NNE 11 MPH	NE 15 MPH	NE 11 MPH	NNE 10 MPH	NNE 9 MPH
		Precip 20%	Precip 20%	



## AN APPLE A DAY

### Millions Either Malnourished or Obese in Global Nutrition Crisis

By: Kate Kelland, [www.reuters.com](http://www.reuters.com), November 3, 2017

Almost every country in the world now has serious nutrition problems, either due to over-eating leading to obesity or a lack of food leading to undernutrition, according to a major study published on Saturday.

Researchers behind the Global Nutrition Report, which looked at 140 countries, said the problems were “putting the brakes on human development as a whole” and called for a critical change in the response to this global health threat.

The report found that while malnutrition rates are falling globally, their rate of decrease is not fast enough to meet the internationally agreed Sustainable Development Goal (SDG) to end all forms of malnutrition by 2030.

More than 155 million children aged under five are stunted due to lack of nutrition, and 52 million are defined as “wasted” - meaning they do not weigh enough for their height, the report said.

At the other end of the spectrum, over-eating is taking a heavy toll on people of all ages worldwide: the report found that two billion of the world’s seven billion people are now overweight or obese.

In North America, a third of all men and women are obese.

Worldwide, at least 41 million children under five are overweight, and in Africa alone, some 10 million children are now classified as overweight.

“Historically, maternal anaemia and child undernutrition have been seen as separate problems to obesity and non-communicable diseases,” said Jessica Fanzo, a professor at Johns Hopkins University in the United States who co-led the Global Nutrition Report.

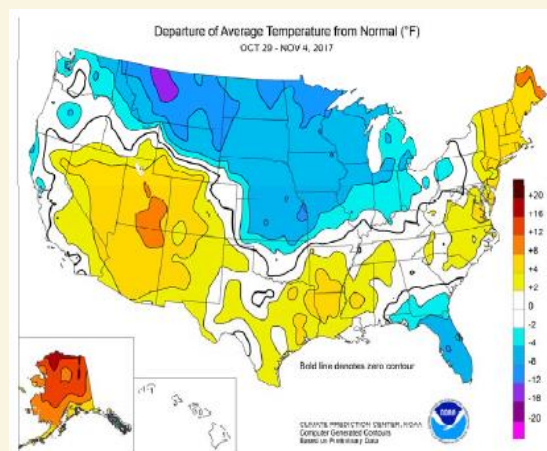
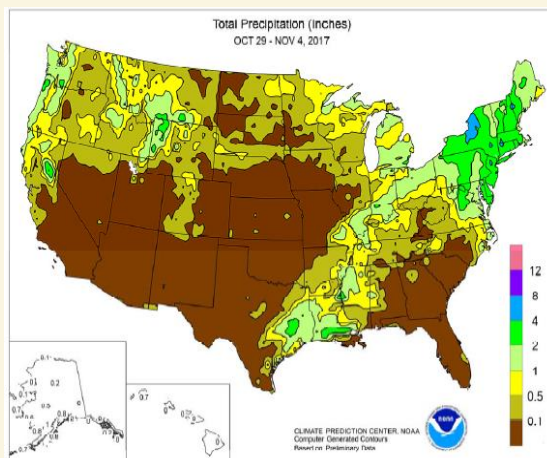
“The reality is they are intimately connected and driven by inequalities everywhere in the world. That’s why governments ... need to tackle them holistically, not as distinct problems.”

Donor funding for nutrition rose by just 2 percent to \$867 million in 2015, the report found. It said funding needs to be “turbo charged” and called for a tripling of global investment in nutrition to \$70 billion over 10 years.

The Global Nutrition Report is an independently produced annual analysis of the state of the world’s nutrition. It tracks progress on targets for maternal, infant and young child nutrition and on diet-related chronic diseases adopted by World Health Organization member states.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## NEWS IN THE GROCERY TRADE

### Organic Fresh Produce Sales Top \$1 Billion in Q3

[www.organicproducenetwork.com](http://www.organicproducenetwork.com) , November 9, 2017

Partnering with Nielsen, OPN's review of third quarter organic fresh produce sales at retail stores across the country shows dollar sales of organic fresh vegetables were \$576 million while organic fresh fruit sales were \$408 million. The remaining \$173 million organic fresh sales are "other produce items", which includes organic herbs/seasonings, beverages and dressings. Collectively, organic fresh fruits and vegetables represented 10.2 percent of all produce dollars at the end of the third quarter. Compared to a year ago, sales of organic fruit were up 8.3 percent, while sales of organic vegetables rose 6.2 percent.

"The dollar gains we are seeing across the board can be directly attributed to the growing demand for transparent products across the store," says Matt Lally, client manager for Nielsen Fresh. "Beyond this, the increasing availability and supply are also positively impacting sales."

The \$226 million-dollar organic packaged salad category held the top slot in terms of dollar share during third quarter, capturing 19.5 percent of organic produce sales. Convenience combined with stable retail prices, are said to be the two biggest factors at play here. Likewise, the \$151 million-dollar berry category---which includes strawberries, blueberries and raspberries----held on to second position, despite a slightly lower average retail price than last quarter. Berries, which represented 13.1 percent of organic produce sales in the third quarter experienced an 11.5 percent increase in dollars and a 9.4 percent jump in volume compared to a year ago. "As the demand for convenient, fresh organic options increases, availability should follow suit," said Matt Seeley, CEO of the Organic Produce Network. "We expect once this happens to see pricing stabilize which will further fuel the consumer's interest in all things organic."

Also noteworthy is the \$71 million-dollars fresh organic herbs/spices/seasonings category, accounting for 6.2 percent of total organic dollars, that was up 17 percent in dollars and 18 percent in volume vs. a year ago. The \$56 million-dollar organic banana category saw an 18 percent dollar growth compared to a year ago, making it the second largest fruit segment. Average retail prices, which were down nearly 6 percent compared to a year ago, likely played a role here.

Conversely, categories in which sharp price increases were reported, underperformed in the third quarter. The \$22.3 million-dollar stone fruit category was down 3.5 percent in dollars and nearly 14 percent in volume compared to a year ago. Higher retail prices, as has been suggested by some, may have adversely impacted sales. Organic peaches, for example, were 62 percent more expensive than conventional peaches in the third quarter. Grapes, the third largest fruit category as measured in dollars and ranked seventh in terms of dollar share, also appears to have been impacted by higher retail prices. The \$54.8 million-dollar category only saw a 3.1 percent increase in dollars and a 3.2 percent decrease in volume compared to a year ago.

"Successful retailers are using organic produce as a point of differentiation," said Lally, noting the most successful retailers are able to generate some 16 percent of produce dollars from organic varieties. However, Lally said one of the biggest keys for organic success is the price relative to the conventional item. "Historically, organic categories with more than a 50 percent premium over conventional produce pricing have struggled to achieve the same success.

The \$45 million-dollar organic value added fresh produce category, which experienced a slight price increase (0.6 percent) in the third quarter compared to a year ago, saw a 2.8 percent increase in dollars, but only a 2.2 percent gain in volume. The value-added organic vegetable segment, at \$41 million, still accounts for the lion's share of sales, with organic carrots, French/green beans and cooking greens the three most popular segments.

While only \$4 million in sales, value-added fruit -- led by apples, mixed fruit and cantaloupe --- was up 11.4 percent in dollars and 9.6 percent in volume during the third quarter compared to a year ago.

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