

On The Horizon

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Market Update

Tomatoes: Tomato supply is light and quality is varied in the East this week. Weather is an important factor, particularly on the Eastern Shore, where they have been inundated with constant rains that have slowed growth and harvesting. A few Quincy, FL growers are just getting started and aren't at full volume yet. Although supply could improve slightly when more Quincy growers come to the table, the overall supply situation is likely to remain snug until Ruskin gets up and running in earnest at the end of October/beginning of November.

California growers are riding the tail end of the season on rounds and romas, with fruit sizing down and volume dropping. Baja continues to work through the Summer/Fall transition with light supply, smaller fruit, and varying quality. Volumes from Fall plantings are looking to be less than hoped due to cool temperatures and rains. Roma yields are projected to be at 50% of the normal volume. The majority of the West's grape tomato volume is coming from two areas - Baja and Eastern Mexico. Baja's grapes are recovering from weather and showing splits and other quality issues. Eastern Mexico's fruit is nicer with steady, moderate volume.

Bell Peppers: Georgia is now into strong pepper production, although harvesting may be impacted by forecasted rains. Sizing is toward the larger end of the spectrum, as farms work crown picks. In the West, California is shipping pepper from three areas- Stockton, Oxnard, and Salinas/Gilroy. Oxnard's fruit offers the best quality and sizing, but volume is light. Salinas/Gilroy has plenty of pepper, but size and quality are challenging. There are reports of bruising, shriveling, and color on the fruit. All these areas will begin to size down over the coming weeks.

Green Beans: The West has seen a little more supply out of California growing areas this week, as temperatures have cooled down for better growing and harvesting conditions. Both Watsonville and Fresno should continue light production until first frost. The next area for significant bean volume is the California desert, which should start in 10-14 days. In the East, Georgia is now up and running at full speed, adding to what Michigan and the Virginia shore are bringing to market.

Cucumbers: North Carolina and Georgia are the spots for cucumbers in the East this week. Yields have been light in North Carolina, but Georgia is now into good volumes. Quality has been good, but we could see effects of rain in the coming week. The majority of the West's supply is coming from Baja, where production continues to transition between Summer and Fall crops. Quality is mixed with lesser quality coming from the older crops. New fields will start in another 7-10 days, which should improve quality.

Eggplant: Central California's eggplant is sizing down as they head toward the end of the season. The desert is due to start in mid-late October. The Northeast is still hanging on with eggplant, but the majority of Eastern production is coming from Georgia.

Summer Squash: Summer squash is plentiful in the East with product coming from several areas. California growing areas are winding down while Mexican areas are beginning to increase. Baja's squash has some quality issues, but fruit crossing at Nogales has been nice.

Chili Peppers: Both California and Baja are seeing questionable quality and light volumes on Anaheim and poblano peppers. Jalapenos and serranos have good availability.

Transportation Facts

*The National Diesel Average dropped almost \$.02 this week and now stands at \$2.48 per gallon,

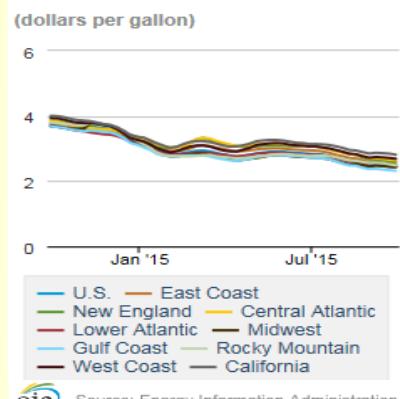
*The average price for a gallon of diesel fuel is \$1.28 lower than the same time last year.

*Fuel prices dropped in all areas of the country this week with the largest drop in the Rocky Mountains, where the price fell \$.04 per gallon.

*As expected, California reported the highest-priced diesel fuel of the week at \$2.82. The cheapest fuel in the nation is in the Gulf Coast area at \$2.32.

*The WTI Crude Oil Price rose for the first time in several weeks, moving from \$44.48 to \$45.23 per barrel.

On-Highway Diesel Fuel Prices



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Restaurant Industry News

NEW STUDY SHEDS LIGHT ON MILLENNIAL MINDSET

By: Bob Krummert, www.restaurant-hospitality.com, September 28, 2015

If you're wondering whether it's important to market your restaurant differently to reach Millennial-aged (18-34) customers than to connect with older (ages 35+) ones, results of a new survey suggest it is. But be aware that even the most Millennial-friendly marketing tools aren't as universally popular within this key demographic as you'd think.

The yet-to-be-released study, "What Millennials Really Think: How Do Their Views Compare With Older Consumers?" was commissioned by the Marketing Executives Networking Group and conducted by Pace University marketing professor Larry Chiagouris. Opinions were solicited from an online panel consisting of 394 Millennial-aged consumers and 630 older ones. Respondents were asked to rate statements on a five-point scale (the options: agree strongly, agree, neither agree or disagree, disagree, strongly disagree).

On some issues, the findings were similar for both groups. Respondents of all ages believed strongly that social media is too intrusive and that companies do not do enough to protect consumer privacy. But the differences were significant on a number of other issues.

Among the questions the survey helps restaurants answer:

- *Is it worth it for restaurants to pay extra to build a "green" restaurant, source and serve more costly but ethically raised ingredients or pursue other sustainability initiatives?*

It looks like the answer is yes, at least for Millennial customers. Survey respondents were asked whether they would pay more for fair trade or environmentally friendly products. Sixty percent of Millennials said they would, compared to 44 percent of 35+

consumers. One-quarter of the older group said they wouldn't; only 14 percent of Millennials said they would balk at paying extra.

- *Are potential customers more likely to use mobile technology to search for information about your restaurant than other platforms and methods?*

The answers suggest that mobile marketing is a must. Sixty-two percent of Millennials said they usually gather information via their phone or tablet; just 16 percent don't. Among older consumers, slightly more do not look for information via mobile (41 percent) than do (39 percent).

- *Are potential customers receptive to receiving restaurant coupons via text messages?*

The responses suggest marketers should be judicious in their use of coupons sent via text. When asked whether they agreed with this statement—"I am willing to receive unsolicited text messages with coupons and offers on my mobile phone when I enter a retail store," 41 percent of Millennials agreed or strongly agreed, as did 31 percent of older consumers. But many respondents disagreed or strongly disagreed—36 percent of Millennials and 51 percent of older consumers don't favor this approach.

When the scope of the question was expanded slightly—"I am willing to receive unsolicited text messages with coupons and offers on my mobile phone or tablet from stores nearby when walking down the street," agreement numbers fell about 4-5 percent for both groups. Only about 20 percent of respondents of either age group were neutral about this marketing tactic.

- *Does direct mail work for restaurant marketers in the digital age?*

It still packs plenty of punch. This survey found that nearly half of Millennials agree that they "often find value in many of the materials I receive in the mail from companies I have not done business with before." Thirty-seven percent of older consumers said they do, too.

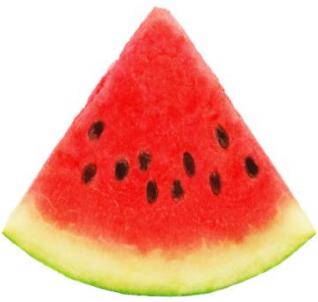
- *Should you pay close attention to your restaurant's online reviews?*

Ignore them at your peril. When asked whether they agree or disagree with the statement, "My main resource for evaluating a product or service are the reviews by other people online," 68 percent of Millennials and 50 percent of older consumers agreed or strongly agreed. Only nine percent of Millennials disagreed with this statement, while 23 percent of older consumers did.

Millennials are also more likely to post an online review after having a bad customer experience. Fifty percent say they do so. Only 34 percent of older consumers will write a review in those circumstances. Millennials are also more likely to write or share a review after a positive customer experience (56 percent, vs. 41 percent of consumers aged 35 plus).

One thing both older and younger consumers agree on is that companies too often use social media in a manner that is intrusive to consumers. Fifty percent of Millennials and 52 percent of 35+ consumers feel this way. The takeaway message for restaurant marketers: be careful how you employ social media in your marketing mix. And think twice before texting unsolicited offers to some, perhaps most, of your restaurant's customer base.

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GETTING TO KNOW YOUR VEGGIES

Interesting Facts About Watermelon!

1. Not only does it quench your thirst, it can also quench inflammation that contributes to conditions like asthma, atherosclerosis, diabetes, colon cancer, and arthritis.
2. Over 1,200 varieties of watermelon are grown worldwide.
3. Watermelon is an ideal health food because it doesn't contain any fat or cholesterol, is high in fiber and vitamins A & C and is a good source of potassium.
4. Pink watermelon is also a source of the potent carotenoid antioxidant, lycopene. These powerful antioxidants travel through the body neutralizing free radicals.
5. Watermelon is a vegetable! This cousin to cucumbers, pumpkins, and squash is thought to have originated in Egypt close to 5,000 years ago, where it is depicted in hieroglyphics.
6. Early explorers used watermelons as canteens.
7. Watermelon is grown in over 96 countries worldwide.
8. In China and Japan watermelon is a popular gift to bring a host.
9. In Israel and Egypt, the sweet taste of watermelon is often paired with the salty taste of feta cheese.
10. Every part of a watermelon is edible, even the seeds and rinds. While many people prefer seedless watermelon varieties, black watermelon seeds are edible and actually quite healthy. They contain iron, zinc, protein, and fiber.
11. Most people throw away the watermelon rind, but try putting it in a blender with some lime for a healthy, refreshing treat. Not only does the rind contain plenty of health-promoting and blood-building chlorophyll, but the rind actually contains more of the amino acid citrulline than the pink flesh.
12. Watermelon is now the most-consumed melon in the US (followed by cantaloupe and honeydew).
13. Watermelon is more than 91 percent water. This means that eating watermelon with you on a hot summer day is a tasty way to help you stay hydrated and avoid dehydration (it's not a substitute for drinking plenty of fresh water, however).

PRODUCE BAROMETER

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



October Calendar

All Month

National Pasta Month

First Week

Customer Service Day

October 1st

World Vegetarian Day

October 4th

National Taco Day

Improve Your Office Day

Ruskin, FL Weather

Thu Oct 1	Fri Oct 2	Sat Oct 3	Sun Oct 4	Mon Oct 5	Tue Oct 6
90°F 75°F	88°F 73°F	82°F 73°F	84°F 75°F	84°F 73°F	86°F 72°F
NNW 7 MPH Precip 20% Averages 88°F/70°F	NNW 7 MPH Precip 30% Averages 88°F/69°F	VNW 15 MPH Precip 20% Averages 87°F/69°F	W 16 MPH Precip 20% Averages 87°F/69°F	WNW 12 MPH Precip 20% Averages 87°F/69°F	N 7 MPH Averages 87°F/68°F



An Apple a Day 5 MYTHS AND FACTS ABOUT VITAMIN C

By: Cynthia Sass, MPH, RD, www.foxnews.com, September 29, 2015

Most people know a thing or two about vitamin C, like that it's in orange juice, or that without it you can develop scurvy (as sailors famously did). But myths about this essential nutrient are also still fairly common, and the truth is our knowledge about its benefits and functions continues to evolve.

For example, did you know that vitamin C might help your cardiovascular health? A brand new study from University of Colorado, Boulder, found that that a 500 mg time-released dose of vitamin C had a protective effect on blood vessels that was similar to a walking workout, prompting some to dub vitamin C the "exercise pill." Now, I wouldn't go that far—the study was small, including just 35 inactive overweight or obese adults. And the reasons to exercise go beyond blood vessel health. But this certainly suggests that vitamin C does far more for our bodies than support immunity.

What else don't you know about vitamin C? Test your nutrition IQ with my 5 myths and facts about this fascinating nutrient.

Blasting a cold with vitamin C will fight it off: myth

Now that cold and flu season is officially ramping up, a lot of people are loading up on OJ and C supplements to avoid getting sick. But sadly, that may not be as beneficial as you think. While some research shows that people who regularly take vitamin C supplements may have slightly shorter colds or somewhat milder symptoms, for most people, boosting vitamin C doesn't reduce the risk of catching the common cold. I say "most people" because there are studies that show that vitamin C cut cold risk by 50 percent in male athletes, but not in females.

It is true that vitamin C is critical for immune function, and that it plays a key role in wound healing. But the best way to keep your immune system strong is to eat healthfully, including vitamin C rich produce, all the time. Unfortunately, the latest stats show that three-quarters of Americans fall short of the recommended minimum two daily cups of fruit and 87 percent fail to eat the advised three daily cups of veggies. Fill that gap and you'll easily take in at least 200 mg of vitamin C daily, enough to keep your immune system well supported every day so you won't need to play catch up.

Vitamin C deficiencies are rare: fact

Our bodies cannot produce vitamin C, which is what makes this nutrient essential, meaning we must obtain it from food. But these days a deficiency serious enough to cause symptoms, which can include bleeding gums and nosebleeds, swollen joints, rough, dry skin, and bruising, is pretty rare. The recommended daily target for adults is 75 mg for women, and 90 for men, although many experts believe it should be raised to 200 mg, the amount that saturates the body's tissues. One medium orange provides about 70 mg, and scurvy can be prevented with as little as 10 daily mg of vitamin C. In other words, you're probably not at risk of a true deficiency—but that doesn't mean you shouldn't strive to get enough.

Citrus is the best source of vitamin C: myth

While citrus is an excellent source of vitamin C, a veggie—bell peppers—comes out on top. One cup of chopped raw red bell pepper (about the size of a tennis ball) packs 200-300 mg of vitamin C, about 100 more than a cup of OJ. Other good sources include broccoli, Brussels sprouts, kiwi, strawberries, papaya, pineapple, and cantaloupe, as well as (of course) citrus fruits, like oranges, tangerines, and grapefruit.

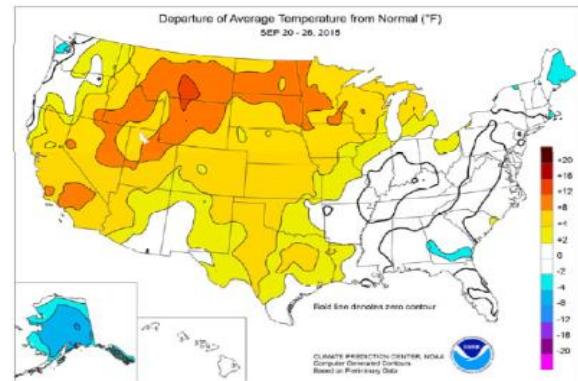
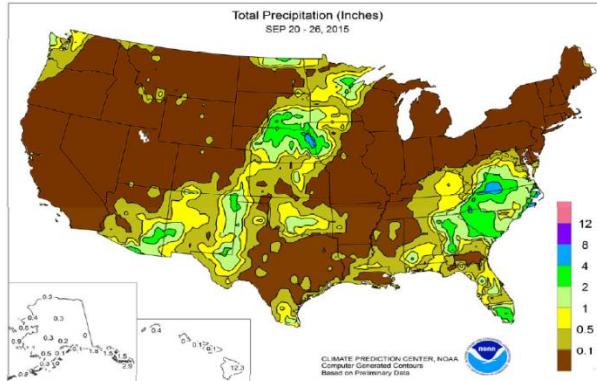
Adequate vitamin C intake helps weight loss: fact (mostly)

A low blood level of vitamin C has been linked to having a higher BMI, body fat percentage, and waist circumference, compared to people with normal levels. And a study from Arizona State University found that vitamin C status might affect the body's ability to use fat as a fuel source—during both exercise and at rest. To reap vitamin C's weight control benefits your best bet is to focus on being active, and making your meals with colorful produce that's naturally rich in vitamin C.

You can't get too much vitamin C: myth

Your body can't store vitamin C, so when you consume more than you need the surplus is eliminated by your kidneys in urine. That doesn't mean however that big doses can't create unwanted side effects. Vitamin C is one of the nutrients that has an established Tolerable Upper Intake Level, or UL, essentially the maximum advised intake, from both food and supplements combined. For vitamin C it's 2,000 mg a day, and while some people may be fine taking in this amount or more, megadoses of vitamin C supplements have been shown to trigger bloating and digestive upset, diarrhea, nausea, vomiting, heartburn, headaches, insomnia, and kidney stones. Bottom line: more definitely isn't better; just enough is in fact just right!

NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





News in the Grocery Trade

CREATING A PERSONALIZED SHOPPING EXPERIENCE FOR EACH SHOPPER

By: Dan Berthiaume, www.chainstoreage.com, September 23, 2015

When everything can be purchased online and delivered to your home, grocery retailers must do something to motivate customers to step foot in their stores. They have to create an experience customers can't get online. Fortunately, technology allows the possibility of creating a personalized shopping experience for each customer.

Smartphone Apps Imagine an app on your phone that organized your grocery list based on the most efficient route through the store. What if you could type your list into the app and it would tell you where to find all of the items in your preferred grocery store? What if that same app suggested recipes or sent coupons to your phone? Each of these possibilities is feasible, and some are already being implemented.

In-store Beacons Beacons use near-field technology to communicate with each other, with your point-of-sale system, and with customers' smartphones. Placed strategically throughout your store, they map traffic patterns, alert customer service to long checkout lines, and enable you to send marketing messages and promotions to customers in real time.

Customers must have your store's app on their phone, must have their Bluetooth enabled and must have given you permission to see their location. Once they've complied with these three conditions, the beacons throughout your store tell you when they last visited, what they purchased, the route they took through the store, whether they used the discounts you sent in real time, how much they spent, their names and other valuable analytics. Programmed properly, beacons can use the information they gather to send messages to a customer's phone in real time.

Instead of presenting customers with piles of your latest mailers or newspaper ads as they walk in the door, save the paper and reduce the mess by sending ads to their phones.

Imagine a customer with a history of purchasing diapers and baby items walking into the store and receiving a coupon for formula, or a customer in the meat section receiving recipe ideas for dinner that night while she's still at the store and can buy all of the ingredients. For a customer with a pattern of purchasing foods for individuals with dietary restrictions, receiving real-time notification of a new product that's available in aisle 7 might be just the personalization he needs to become your most loyal customer.

To be truly progressive, take the technology a step further. Combine the smartphone app for grocery lists with beacons in the store to have a customer's grocery shopping started for her by the time she walks into the store and her phone alerts you to her arrival. The employee who had begun the shopping for the shopper greets her at customer service with the first 10 items of her list already in the cart and marked off the list on the app.

QR Codes Quick response (QR) codes have been around for a while, but few grocers have made the most of their technological potential. Use QR codes to provide nutritional information on produce, share the supply chain history of a Fair Trade product, or offer videos on how to prepare a new recipe or how to use a new kitchen gadget. Motivate customers to check the QR codes throughout the store by having one mystery code that offers a special prize each day.

Those are just some of the ways you can use technology to create a unique, personalized shopping experience for your customers. The sky's the limit once you recognize the value of personalized shopping and learn to use the technology you have.

Mark Your Calendar & Pack Your Bags

October 23rd-25th, 2015

PMA's Fresh Summit

Georgia World Conference Center

Atlanta, GA



www.pma.com/events/freshsummit

Come see Lipman at Booth #1957!

March 7th-9th, 2016

Midwest Foodservice Expo

Wisconsin Center

Milwaukee, WI

www.wirestaurant.org/expo

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