

On The Horizon

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Market Update

Tomatoes: A significant rain event in the Carolinas will wind the season down early on most fruit in the region. Since this area normally helps supply tomatoes during the transition into the Florida season, we expect to be short in the East for the next few weeks. Grape tomatoes could be particularly trying, as South Carolina's crop, already injured by bacteria from previous rains, will have minimal yields and less than optimal quality. Quincy, FL, normally a light-volume production area at this time of year, will start over the weekend. We don't expect a significant increase in supply until Ruskin/Palmetto gets up and running in about a month.

Tomato availability is also a bit challenging in the West. With just a handful of growers still going in California, volume and sizing have decreased. So far, Baja's volume has been light, especially on romas and grapes, and they continue to battle rain-related quality defects. There is also fruit crossing in Nogales and Texas, but volumes are not enough to cover both Eastern and Western demand. Quality is varied, depending on whether it comes from older or newer growing areas. With little supply in the East, and limited supply and quality from Western/Mexican growers, the tomato situation will be touch and go for the next few weeks.

Bell Peppers: Georgia is shipping pepper, although volume and quality have been affected by rains. Look for volume to pick up after they work through the weathered fruit. South Florida will start bells in 2-3 weeks, providing the East with good volume going into the month of November. Several California growing areas will continue to ship peppers until first frost, although size and quality vary among growers/areas. Oxnard/Santa Maria has the best quality, but

sizing is limited to large and mediums. Although these production areas are seeing volume decline, it should be a smooth transition into the California desert's season in another 10-14 days.

Green Beans: While Watsonville, Salinas and Fresno will harvest light volume for another 2-3 weeks, the California desert will scratch-pick beans next week and go for 4-6 weeks. With the desert in production and Mexican growing areas planning to start in the 2nd week of November, the West should be able to handle holiday demand. The East is seeing some quality issues out of Georgia beans.

Cucumbers: There are still some cucumbers in North Carolina and Georgia is just getting started. Both areas have seen rain, which may show up in quality for the next week or so. Western markets are seeing mixed quality on cucs, as growers are shipping from both older and newer fields. Baja's Fall crops are expected to be lighter than usual due to rain and lighter plantings. Sonora has also started, with first picks a bit quality-challenged. Expect fruit to improve as they get further into the crop.

Eggplant: Eggplant remains readily available in the East, while the West is heading into a gap between the California Valley and desert production areas.

Summer Squash: Squash supply has tightened up in the East due to weather, which has also brought some quality challenges. In the West, Mainland Mexico is increasing volume daily and has a flush of yellow squash.

Chili Peppers: Chili pepper production is light from both California and Baja this week. While California's quality is on the downhill slide, Baja is shipping nice peppers.

Transportation Facts

*For the first time in many weeks, the National Diesel Average actually increased. The \$.02 per gallon rise brings the average price to \$2.49.

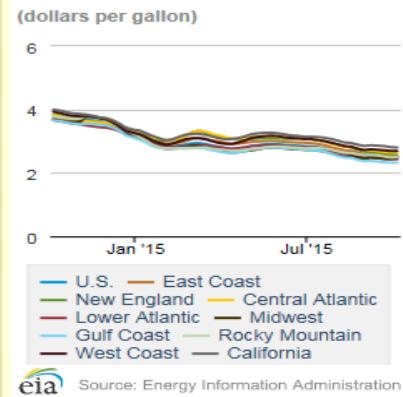
*The average price for a gallon of diesel fuel is \$1.24 lower than the same time last year.

*About half the country saw prices drop, with the largest decrease in the Central Atlantic area (-\$.016). The rest of the nation watched prices rise, particularly in the Midwest where the price rose almost \$.06 per gallon.

*California reported the highest-priced diesel fuel of the week at \$2.80. The cheapest fuel in the nation is in the Gulf Coast area at \$2.32.

*The WTI Crude Oil Price rose for the second week in a row, moving from \$45.23 to \$48.53 per barrel.

On-Highway Diesel Fuel Prices



eia Source: Energy Information Administration

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An Apple a Day

NEW REPORT CARD SHOWS LITTLE IMPROVEMENT IN FRUIT AND VEGETABLE CONSUMPTION

By: National Fruit & Vegetable Alliance, www.perishablenews.com, October 5, 2015

Hockessin, Del. – A report card released today evaluates critical policies and programs impacting our food choices and their contributions to our nation's health over the past ten years. Overall, the positive impact has been minimal despite proven scientific data continuously showing that a diet high in fruits and vegetables helps maintain a healthy weight and reduces the risk of several serious, chronic diseases that are the leading causes of death.

In 2005, the National Fruit & Vegetable Alliance (NFVA) – led by the Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) – developed a National Action Plan, providing a new and comprehensive approach for improved public health through increased fruit and vegetable consumption. Ten years later, the Alliance has released a second Report Card to evaluate progress made by schools, restaurants, supermarkets, and federal and state governments in its 2015 National Action Plan (NAP).

Similar to the first Report Card released in 2010, the 2015 NAP Report Card utilizing survey data finds that the average American's fruit and vegetable consumption remains far below recommended levels, with a 5% decline during the past five years. The decline is largely driven by a decrease in 100% juice consumption, especially at breakfast, and a decline in the dinner side dish for vegetables. There were differences in consumption by age, with positive increases in fruit consumption among all children and vegetable consumption among teens. In contrast, consumers over age 45, who typically eat the most fruits and vegetables, are trending

downward in their consumption of both over time. Overall, only 4% of individuals achieve their recommended target for vegetables and only 8% achieve their recommended target for fruit in an average day.

The Report Card assigned an 'A' grade to schools, given the doubling of fruits and vegetables in school meals as a result of the Healthy, Hunger-Free Kids Act of 2010. An 'A' grade was also offered to the Healthy Incentive Pilot program that demonstrated strong positive results at increasing fruit and vegetable consumption among SNAP households, which helped justify the new USDA Food Insecurity Nutrition Incentive (FINI) Program to test other methods of incentivizing SNAP participants to purchase fruits and vegetables. An 'A' grade was also offered, once again, to the WIC Fruit and Vegetable Vouchers program, which was introduced in 2009 as part of a special supplemental program for Women, Infants and Children.

Restaurants and cafeterias received a 'B-' for providing greater availability and variety in fruit and vegetable choices on menus. Supermarkets and fruit and vegetable suppliers received a 'C' grade for some progress over the past five years at making fruits and vegetables more accessible and convenient. A 'D' grade was given on the alignment of agricultural policy and research with nutrition policy. Last, a failing grade was once again assigned to the food marketing category given its continued low level of fruit and vegetable marketing (<1%) relative to all food marketing.

"Resolving our public health crisis depends on the consistent success and efforts of the many

stakeholders involved in America's food choices and eating habits," said Elizabeth Pivonka, Ph.D., R.D., president and CEO of PBH. "From both the private and public sectors, organizations across the spectrum have a vital role to play in making increased fruit and vegetable consumption a reality for all Americans."

The overall objectives of the NAP remain the same and include a set of forward looking strategies that, when taken together, would begin to close the gap that exists between actual and recommended fruit and vegetable consumption in this country. The objectives include:

*Increasing the accessibility and desirability of all forms of fruits and vegetables by making them tasty, attractive, convenient, affordable, plentiful, and easily available at all eating and snacking occasions;

*Offering practical strategies to help increase an individuals' ability to obtain and prepare meals and snacks rich in fruits and vegetables; and

*Changing Americans' attitudes and habits about including fruits and vegetables at every eating occasion.





GETTING TO KNOW YOUR VEGGIES

Interesting Facts About Grape Tomatoes!

When grape tomatoes first hit the market in the late nineties, they were a novelty available only in specialty food stores. But it didn't take long for people to fall in love with these tiny, tasty treats.

Grape tomatoes have a sweet flavor, a firm texture, and less juice, so there's no need to worry about any squirting when you bite into one.

Averaging between one-half and three-quarters of an inch in length, they're perfect for popping whole into your mouth like candy, which is probably why kids like them, too!

They are low in calories and high in vitamin C, potassium, antioxidants, and lycopene, so what's not to like?!

The first tomatoes of this type are thought to have been grown in Southeast Asia.

Originally tomatoes were considered poisonous by Europeans. It was thought if you ate a tomato, its poison would turn your blood to acid. Aren't we glad that turned out to be just a myth?

Grape tomatoes are a labor-intensive crop to grow. Because of their size, it takes more time to pick them. Just like grapes in a vineyard, they form in clusters on a tomato vine, but need to be picked individually.

In Thailand, grape tomatoes, which are a hybrid of roma tomatoes, tear-drop tomatoes, and cherry tomatoes, are popular snack items that are eaten in place of peanuts in bars.

PRODUCE BAROMETER

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



October Calendar

All Month

National Pizza Month

Second Full Week

National Food Bank Week

National School Lunch Week

October 11th

Southern Food Heritage Day

October 15th

Take Your Parents to Lunch Day

Ruskin, FL Weather

Thu	Fri	Sat	Sun	Mon	Tue	Wed
Oct 8	Oct 9	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14
88°F	88°F	86°F	86°F	86°F	84°F	82°F
73°F	75°F	73°F	70°F	70°F	68°F	68°F
E 9 MPH	ESE 7 MPH	NW 6 MPH	N 7 MPH	NNE 4 MPH	E 4 MPH	W 9 MPH
Precip 40%	Precip 50%	Precip 30%	Precip 20%	Precip 20%	Precip 20%	Precip 20%
Averages						
87°F/68°F	87°F/68°F	86°F/68°F	86°F/67°F	86°F/67°F	86°F/67°F	86°F/67°F



Restaurant Industry News

HOW OUTDOOR SEATING CAN INCREASE YOUR REVENUES BY 30%

By: Jeff Caldwell, www.pizzamarketplace.com, October 5, 2015

There are many ways to attract more customers to your restaurant, but during summer, spring and fall months, outdoor seating tops the list. No matter what kind of establishment you run, a simple deck or patio can increase revenue by up to 30 percent. Additional research by the Simons Advisory Group proved that a \$200,000 investment increased overall sales by \$500,000 — possibly more if your restaurant offers year-round outdoor seating.

What is it about outdoor seating that has such a large effect on your customer base? There are many factors involved, most of which revolve around comfort. Some guests say that an alfresco dining experience makes the food taste fresher and better. Others simply enjoy gazing at the view as they share a meal with friends or family. If you're interested in adding an outdoor space for your clientele, there are many ways to go about it. The following highlights some of the most popular — and successful — trends in outdoor seating today.

Sidewalk seating

One of the easiest ways to offer your customers the joys of an open-air dining experience is to add a sidewalk dining area with a few comfortable sets of tables and chairs that match your restaurant's theme. Add some patio umbrellas and you'll have a charming space that draws diners by the drove — not only your regulars, but also passers-by who are attracted by the sight of happy customers. Sidewalk seating gives you lots of flexibility, too. During lunchtime, diners will appreciate a casual dining experience as they watch pedestrians or sip a cold beverage while they enjoy the shade. At night, use candles or umbrella lighting to make the atmosphere more intimate and to create an attractive display for onlookers to enjoy. In addition, you can add your restaurant's logo to your patio umbrellas, which is a great way to imprint your brand on both diners and bystanders.

Rooftop dining

What if you don't have the space to expand outward? In these instances, many restaurateurs are instead choosing to expand upwards. From London to Los Angeles, diners everywhere are talking about rooftop eateries. Why? Because the bird's-eye view allows them to take in beautiful city skylines or wide-open landscapes as they dine. Of course, there's more to rooftop dining than a few tables and an incredible view. In London, for instance, many of the most well-known rooftop restaurants go the extra mile with beautifully manicured gardens and light displays that enliven the atmosphere at night. Pergolas and awnings are also popular features because they offer shade during the day and protect diners from rain.

Dining in the garden

One of the industry's hottest trends is farm-to-table food, and it's a trend that is easily combined with outdoor dining. To take advantage of this trend, it's less about the space — a sidewalk, deck, patio or rooftop — and more about what you grow in it. Some restaurants are landscaping their outdoor dining areas with the same fruits and vegetables that they're serving their customers. With the addition of a few raised beds, you can create a wonderfully relaxing environment for your guests while growing some of the lettuce, tomatoes, peppers and other fruits and vegetables that you'll be serving.

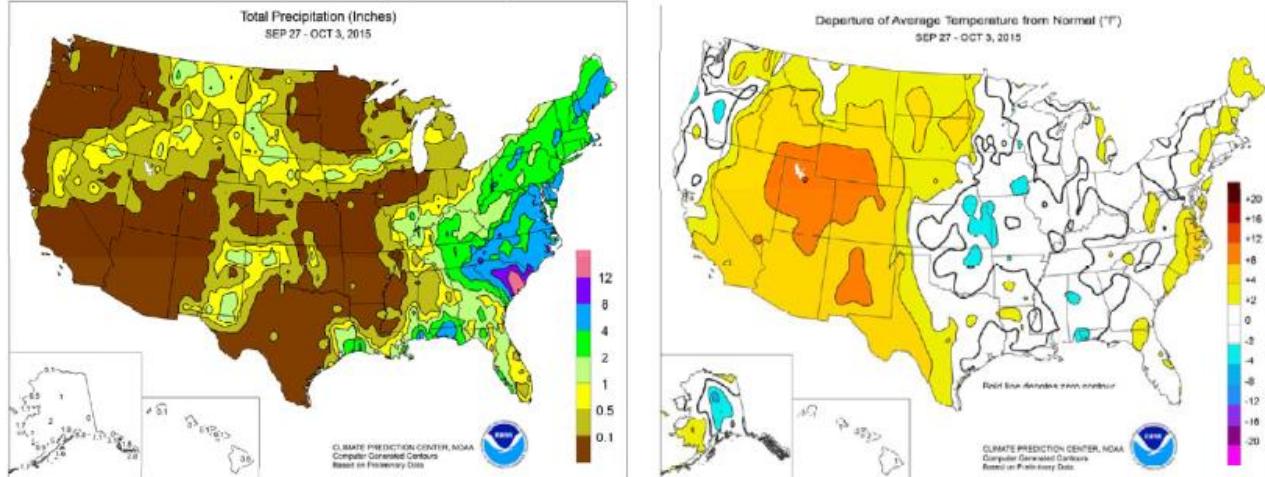
Fire and water

This next trend is another that works well for just about any outdoor space. According to Restaurant Development + Design, diners love the atmosphere that both fire and water create. Among the more popular water features, you'll find reflecting pools, fountains and even simple table settings with floating tea-light candles or flowers. When it comes to fire, fire pits top the list, followed closely by candle lighting, lanterns and torches. One of the reasons that this theme works so well is that these two elements convey everything that you want your guests to feel. Water adds a sense of cleanliness and freshness that enhances the environment and foods you serve. Fire, even in modest amounts conveys a warm, comfortable feeling that encourages guests to linger over drinks and dessert. Combine these elements, and you'll have a recipe for an outstanding dining experience.

There's no doubt that an outdoor dining area will enrich your customer's experience in addition to providing you with a high return on your investment. Your available space — whether a sidewalk, rooftop or private patio — is important, but what matters more is what you do with it.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation





News in the Grocery Trade BOREDOM TOPS WOMEN'S MEAL PLANNING CHALLENGES: STUDY

By: Meg Major, www.progressivegrocer.com, October 6, 2015

The main challenge women face with food purchases and meal preparation is not cost, time, or even convenience, but boredom, according to results of a national, multi-generational study conducted by SheSpeaks.

Among the key takeaways of the SheSpeaks Social Food Journey online study, which was fielded by the influencer marketing and media platform between Aug. 1–Sept. 3, and compiled from 2,767 women 18 and older:

Women are overwhelmingly bored with current meal options and seek inspiration for new food preparation ideas. They crave product samples, recipes and product tips and tricks from brands.

Women are influenced foremost by friends/family and secondly from product reviews by other consumers.

Social influence: Facebook and Pinterest are the reigning social source for inspiration/information on mealtime across generations.

Instagram is the No. 1 place for Millennials to post about their meals.

"One key insight from this survey dispels the myth around meal preparation," notes Aliza Freud, CEO, SheSpeaks. "While many food brand marketers think that women's chief challenge involves cost, time and/or convenience, our survey revealed that, across all age groups, boredom is the number one challenge. When we put that finding together with what influences their purchases (i.e. friends, family, social media follows), some interesting opportunities for food brands emerge," says Freud.

For example, she continued, "A food brand marketer may want to engage an influencer to make a video demonstrating how to make a new recipe they created in their own kitchen and then amplify it to reach their target audience."

Further, since women are most influenced to make purchases by friends/family and consumer product reviews, Freud advises food brands to focus more closely on word-of-mouth marketing to ensure robust product reviews are available on their brand's and retail partner sites.

"There was a very interesting distinction across social platforms for sharing food content," observed Freud. "Survey respondents clearly told us that they go to Pinterest for food inspiration, but they post to Instagram to share and 'show off' their food. While one platform is about discovery, the other is more about pride."



Mark Your Calendar & Pack Your Bags

October 7th-8th, 2015

Produce Inspection Training Program

State Farmer's Market- Oakwood Cafe
Forest Park, GA

www.seproducecouncil.com/produce-inspection-trainings/



October 23rd-25th, 2015

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