



MARKET UPDATE

Tomatoes: We're nearing peak production for Florida's Spring season! Palmetto/Ruskin and South Florida are both seeing good production and quality on all types of fruit. Round size has been running small this week, but it expected to get larger as growers move into more crown picks. Weather has been great and production is expected to remain strong through the month of May.

Mexico has multiple areas harvesting tomatoes as well and has plenty of fruit crossing the border. Quality is good on rounds and romas, but there are some challenges on grapes from older fields in the Mainland and inconsistent size and color on new crops out of Baja. Central Mexico's grapes have been solid on both quality and volume.

Bell Peppers: Peppers are plentiful this week! South Florida has new plantings coming on early and overlapping with scheduled fields. Add Central Florida's season start to the mix, and you have an abundant supply of peppers in the East. All sizes are available with good quality. In Mexico, the situation is similar. Mainland Mexico growers are growing later than usual this year in protected agriculture settings, which has created an overlap with the California desert. The desert is expected to flush over the next 2-3 weeks and will have larger fruit available. Quality is good from the desert and mixed from Mainland Mexico.

Green Beans: Florida growers from north to south are shipping beans this week and quality is excellent. In the West, the transition from Mainland Mexico to the California desert is almost complete. Although the desert is a short-term deal,

volume will be good for the next 2-3 weeks, which is when Fresno will get in on the action.

Cucumbers: South Florida is in the midst of the Spring flush on cucumbers and has nice quality and volumes available. In the West, both Mainland Mexico and Baja are harvesting good volumes. In general, quality is very nice except when shippers' inventories are backed up.

Summer Squash: Hermosillo's squash production is hitting its peak and will be strong for the next 2-3 weeks, providing ample supply to Western markets. Supply is abundant in the East, with the entire state of Florida and Georgia harvesting yellow and zucchini squash.

Eggplant: South Florida farms are finally beginning to see better volume on eggplant and report nice quality so far. In the West, Mainland Mexico will pick and pack for another 10-14 days, while the California desert is just beginning to scratch pick.

Chili Peppers: Mexico has several different areas producing chillies, which is providing good supply on all varieties. At this point, fruit from Southern Mexico is beginning to see end-of-season quality problems. Central areas seem to have the best fruit this week. Although Florida's chili pepper production is generally light, there are chillies coming from both the Plant City and South Florida areas. Georgia is expected to get going in mid-late May.

Hard Squash: Sonora will continue with its Spring hard squash production through May. Acorn is plentiful, but butternut is beginning to be short. Spaghetti squash quality has improved somewhat, although there are still scarring issues. Western production will transition to Fresno/Bakersfield in June.

TRANSPORTATION FACTS

* The National Diesel Average jumped \$.04 per gallon this week and now comes in at \$2.17.

* The average price for a gallon of diesel fuel is \$.62 lower than the same time last year.

* Diesel prices rose throughout the country with the most notable increase coming from the Gulf Coast region (\$.05).

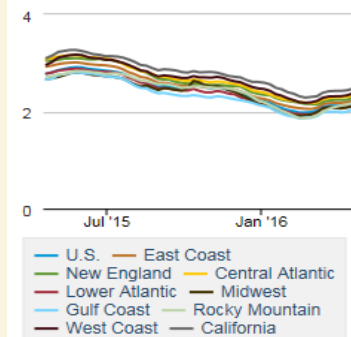
* California reports the highest-priced diesel fuel at \$2.47. The fuel bargain in the nation can be found in the Gulf Coast region despite the week's price increase.

* The WTI Crude Oil Price continues its ascent this week, moving from \$41.76 to \$42.63 per barrel.

* Trucks are available in good supply throughout the country this week, with potato areas reporting surplus of transportation.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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AN APPLE A DAY

Nutrition: Laws Can Help with Calorie Counts, but It's Up to You to Be Proactive

By: LeeAnn Weintraub, www.dailynews.com, April 18, 2016

For years now, many restaurants and other eating establishments throughout California have been required to post calorie content of foods on menus to be in compliance with the state menu labeling law.

Calorie information has been made available to help consumers make informed and healthy food choices. California, along with some other states and localities, are leading the charge when it comes to restaurant menu labeling.

If you plan to be traveling out-of-state during the busy spring and summer travel season, you will likely notice this calorie information lacking at many restaurant locations. Just recently the Food and Drug Administration said it would be delaying enforcement of national menu calorie labeling, again, until 2017.

Initially, these rules were passed in 2010 as a part of the Affordable Care Act, but now, many years later, there is no uniform method to help people across the country make better food choices when dining out.

Some companies have met the national requirements before the deadline and already offer calorie information at the point-of-purchase in all restaurant locations. Many grocery stores, convenience stores and other retailers have slowed the process stating the excessive burden they feel the law places on them considering their larger and often more complicated offerings.

The law will eventually require all restaurants and food establishments that sell prepared foods and have twenty or more locations to clearly post the calorie content of food on menus and menu boards.

Since the majority of us are dining out at least once per

week and many people eat out more often than that, availability of reasonable restaurant food choices is very important. Plus, now that calories are listed on menus, consumers are more aware of them and are looking for both balanced and delicious menu items.

While we know that mandating calorie information on menus in restaurants will not curb the obesity epidemic alone, experts do believe it's an important part of creating a healthier food environment. Because people do often underestimate the calories in away-from-home foods, having this information available will help those who have the intention of choosing lower calorie items.

Also, you may have noticed surprisingly high calorie levels of some meals sold where you dine out. Some restaurant menu items even exceed the average person's daily caloric needs. Public awareness of these less than favorable calorie levels may put some pressure on the food industry to improve the nutritional content of meals, resulting in additional healthy options.

Although, calories are posted at most Southern California eating establishments, there are still many steps you can take to make better food choices when dining out, both locally and when traveling.

- Check online for restaurants' full menu nutritional data to more easily compare the nutritional value of menu items for things like protein, sodium and fiber. Reading the menu and nutritional info ahead of time can help you plan to opt for a smarter choice.
- When dining out with children, the kids menu is not always the safest bet when it comes to healthy options. Steer away

from the fries and chicken fingers and consider sharing an entrée between an adult and a child or a couple children.

- Don't be afraid to ask for simple modifications to your order. Most restaurants that make food to order are happy to go light on the salt or butter or put the dressing or sauce on the side, helping to cut back on extra fat, calories and sodium.
- Visualize the entire meal from beginning to end before choosing what to order. Starting off with an appetizer and ending with a decadent dessert will steer even those with the best intentions for healthy eating way beyond their limit. Keep in mind, the calorie content of appetizers are often comparable to entrees and desserts are typically meant to be shared.
- Select meals that incorporate veggies. Non-starchy vegetables like zucchini, broccoli and asparagus are nutrient-dense and low in calories. Pairing vegetables with a lean protein and a high-fiber, whole grain is all it takes to create a well-balanced plate.

LeeAnn Weintraub, a registered dietitian, provides nutrition counseling and consulting to individuals, families and businesses. She can be reached at RD@halfacup.com.



SPOTLIGHT ON LIPMAN Lipman Philanthropy



Lipman has long been known for its efforts in the community. The Lipman family made it one of their chief principles to give back to every community that it operates in from the very beginning. From helping to establish the first Temple in Collier County, Florida to setting up the first library at the Guadalupe Center in Immokalee, Lipman has a long history of supporting non-profit organizations in areas of need. It was only recently that we formalized our philanthropic mission to include a focused giving policy that aims to make real change happen where we can. We have established 3 areas where we want to concentrate our giving: Childhood education, hunger relief, and community service.

Not many people know this, but Max Lipman, our founder, never learned to formally read or write. For this reason, he made it his priority to send all of his children (the original Six Lipmans or L's) to college. This tradition has continued in our family. If there is a Lipman family member that wants to get a secondary education, that we have always found a way to make it happen. This philosophy has carried on to the company as well. For instance, Lipman has provided over \$60,000 per year in college scholarships over the last 10 years to students at Immokalee High School including the children of many of our employees. We also have organized the largest backpack and school supply giveaway Immokalee has ever had for each of the last 5 years. We have given away over 4,000 backpacks filled with school supplies for needy students with plans to do it again in August before school starts. We also recently made a major contribution to the new Boys and Girls Club facility being built in Immokalee. A brand new building that will provide tons of outlets for kids who need it more than anyone. But, our reach isn't limited to Florida either. From nutritional education for students in Texas to installing a volleyball court at an elementary school in North Carolina, to giving produce to transient students in Portland, we will continue to support students everywhere we operate.



Food insecurity will always be an issue for our expanding population in this country. Since we are in the food business, we also make it a point to provide food to people in need wherever we can. All of our facilities support a food bank in their area in some form. Those include the North Texas Food Bank in Dallas, the Manna Food Bank in Asheville, the Harry Chapin Food Bank in Florida, the Food Bank of South Jersey near Philly, and more. Lipman donated over 1,000,000 lbs of produce and provided 10's of thousands of dollars of support to help hunger relief all over last year alone. Hunger isn't going to go away anytime soon but we will continue to provide healthy, nutritious options for everyone that needs it as best we can.



Companies and corporations do not exist in a vacuum. They are a living, breathing part of every community. They provide jobs for mothers, fathers, uncles, teachers, and young people too. Those jobs translate into money which provides resources for families to grow and thrive. We realize that we are a part of every area, too, at Lipman. So, we see the need to get out into the community and give back with our sweat equity as well. We intend to give each of our employees a chance to volunteer in their own community at least once per year. The good folks in New Jersey compete in a bike race to raise money for MS every October. Our repack employees in Manteca, California recently repainted a badly worn parking lot at a women's shelter in Stockton. More recently, the folks in Dallas helped pack fresh fruits and vegetables for students at the public schools there. We have more planned in different areas as well.

We are committed to giving back to all the communities that we can. What can we do in yours?

APRIL CALENDAR

- All Month**
International Customer Loyalty Month
- Fourth Week**
Administrative Professionals Week
- April 25**
National Zucchini Bread Day
- April 28**
Take Your Son/Daughter to Work Day

Immokalee, FL Weather

Thu Apr 21	Fri Apr 22	Sat Apr 23	Sun Apr 24	Mon Apr 25	Tue Apr 26	Wed Apr 27
84° F	84° F	86° F	88° F	86° F	86° F	88° F
66° F	66° F	66° F	68° F	66° F	68° F	68° F
E 15 MPH	SSE 12 MPH	WNV 11 MPH	NNE 7 MPH	E 7 MPH	WSW 5 MPH	SSW 6 MPH
Averages	Precip 50%	Precip 20%	Averages	Precip 30%	Precip 10%	Precip 20%
86° F/59° F	87° F/60° F	87° F/60° F	87° F/60° F	87° F/60° F	87° F/60° F	87° F/60° F

KEEP YOUR EYE ON THE CONSUMER

Consumers Still Eat Three Meals a Day, With a Twist

www.csnewsr.com, April 18, 2016

CHICAGO — While on-the-go consumption and snacking is all the rage, accounting for a third of all eating occasions, consumers are still partaking in eating three main meals a day, The NPD Group reported.

According to NPD's daily tracking of eating and snacking behaviors, although consumers still hold to three main meals a day, there is a shift in what consumers eat at these meals.

The first shift is the number of dishes and ingredients used to prepare the main meal has declined. This decline comes as more consumers rely on "healthy," portable snack foods to be a part of their breakfast, lunch and dinner.

The second shift is the size of the meal. Meal sizes are shrinking as people continue to incorporate more traditional "snack" foods into main meal menus, giving the impression consumers are grazing or snacking more. However, these "mini-meals" are not adding new or additional occasions to the day, as consumers continue to eat three main meals each day.

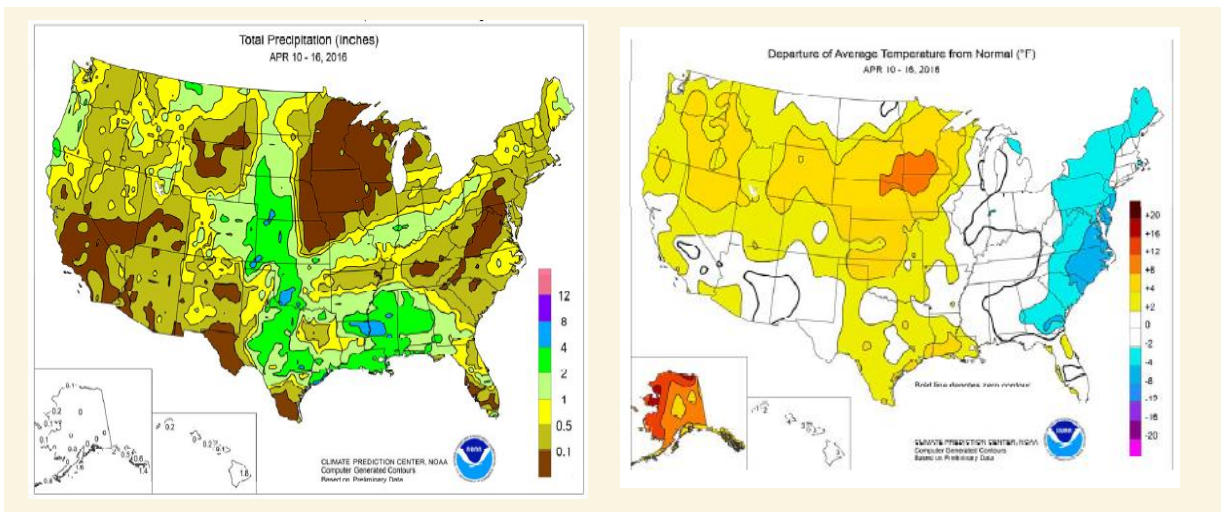
Consumers' adherence to three main meals is primarily culturally based on the three scheduled meal times: breakfast, lunch and dinner. This conditioning begins at a young age when kids are held closest to the standard three meals by their parents. As individuals get older, they begin skipping meals due to busier schedules, but return to maintaining this standard again later in life, NPD reported.

"There is a lot of buzz about snacking these days. One headline could talk about how snacking is up and another might say we graze throughout the day instead of eating a main meal," stated Darren Seifer, NPD's food and beverage industry analyst and author of *Snacking in America*. "While those headlines are eye-grabbing and give people something to talk about, it's important to read past them and dig into the details. The opportunities are uncovered by the details and not the headlines."

The NPD Group provides global information and advisory services to drive better business decisions.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



RESTAURANT INDUSTRY NEWS

Inside Restaurant Delivery's Volatile Landscape

By: Lisa Jennings, www.nrn.com, April 20, 2016

As more restaurant chains move toward delivery, the landscape of on-demand providers is becoming increasingly complex and competitive. Last year TechCrunch estimated the takeout and delivery market overall is about \$70 billion, with close to 13 percent of that coming from digital sales, though the trend was still in very early stages. Data management provider 1010data, meanwhile, recently estimated the food delivery market grew about 40 percent in 2015 compared with the prior year in both total number of orders and dollars spent.

In a report earlier this month, Chris O'Cull at KeyBanc Capital Markets Inc. argued that few chains are likely to roll out small-order delivery to a meaningful portion of their system this year. The tipping point, however, will come when "on-demand delivery providers, armed by technology and rich consumer data insight, achieve economies of scale to drive down their costs and make delivery pricing more compelling for restaurant chains."

For those hoping to capture the growing number of consumers who would rather eat their favorite restaurant meals at home or in the office, there have been growing pains. So far this year, delivery providers SpoonRocket and Chef Nightly have ceased operations, citing an overly competitive environment. On Monday, UberEats stopped its instant lunch service in New York City after only a month, though it will still exist in other UberEats markets. Still, there are plenty of signs that delivery is the way of the future.

In his report, O'Cull said delivery is increasingly in demand by consumers of every generation and both genders. Asian, Italian and sandwich concepts are the most popular non-pizza meals to have delivered. In general, consumers don't want to wait more than 45 minutes for their meal and few are willing to pay more than \$7.50 for delivery, the report said. The sweet spot for pricing appears to be between \$2.50 and \$4.99. Consumers, however, prefer to order via restaurant website or app.

O'Cull noted other challenges for the on-demand restaurant economy. Restaurant operators are concerned about losing access to customer data when orders are routed through delivery provider websites and apps, for example. Delivery creates concerns about kitchen capacity, requiring the possible addition of a second make line or commissary to meet demand, he said.

Some operators are concerned that the delivery charge will change customers' value perception of their restaurant, the report said. And delivery providers need to supply better evidence the sale generated are incremental for the restaurant chains. Restaurant-specific delivery providers suffer from a lack of scale, with fewer drivers and longer wait times that hurt the customer experience, the report said.

MARK YOUR CALENDAR & PACK YOUR BAGS

May 11-13, 2016

PMA Foundation's Executive Leadership Symposium
DFW Airport Marriott South
Dallas, TX
www.growingtalentbypma.org

September 12-14, 2016

United Fresh Washington Conference
Hyatt Regency Washington on Capitol Hill
Washington, D.C.
www.unitedfresh.org

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