



## MARKET UPDATE

**Tomatoes:** With Spring crops coming on strong, South Florida tomatoes are plentiful this week. All varieties are readily available with very nice quality. Larger sizes are more prevalent as a majority of growers are in crown picks and have enjoyed very good growing conditions. Good availability should continue for the near future as South Florida works Spring crops and Palmetto/Ruskin joins in on the fun over the next 10-14 days.

West Mexico growers are expected to bring steady volumes of rounds and romas across the border through the month of April. Baja has started romas in a light way and looks to build volumes as more growers come online. Although grape tomatoes are usually in transition this month, weather has been good and current growers are optimistic they will continue through April. Fruit quality is good with no major complaints on quality or condition.

**Bell Peppers:** South Florida has ample bell pepper volumes to meet market needs, but not an oversupply of product. There's a nice mix of sizing options available and quality has improved as farms have worked through previous crops with some problem spots. The South FL season will continue another 5-6 weeks and Plant City is on tap to begin on/around May 1<sup>st</sup>. Spring crops are going in both Mexico and California. Quality is nice from both areas, but there are some concerns with sizing and thin walls from Mexico and misshapen fruit in California.

**Cucumbers:** For all practical purposes, Honduras has closed up shop for the season which shifts Eastern cucumber supply to Florida. Expect Florida's volume to continue to increase for the next 2-3 weeks as more crops/farms/areas come online. Although some of the earliest Florida fruit had scarring concerns due to previous wind, these issues have worked their way out of the supply chain and overall quality is

good. Mexico has two new areas of production: Hermosillo and Baja. Initial volumes are light, in part due to the holiday weekend, but should pick up next week as growers get back to regular schedules and more farms begin to harvest. Quality has been good from both areas so far.

**Summer Squash:** Summer squash availability is very good in the East. South Florida has increased acreage coming on, Homestead continues to work crops, and Plant City has now started for the season so there's plenty of product to go around. Although there are still some quality concerns (scuffing and scarring) and condition issues due to product backing up, product is looking better upon arrival. Northern Mexico continues to have promotable volumes of yellow and zucchini squash available with acceptable quality.

**Green Beans:** Mexico farms expect steady bean numbers for at least the next week. The first California desert beans of the season have begun, but most growers in the area are 10-14 days away from harvest. In the East, there's plenty of volume available from growers in South Florida, Homestead, and the Lake areas. Despite recent windy weather, quality continues to be nice.

**Eggplant:** Spring has sprung in South Florida and eggplant volumes are increasing. Overall quality is looking good, despite some spotty reports of wind-scarred fruit. Western eggplant looks to have a smooth transition, as Mexican farms will continue through April and the California desert expects to start in another 10-14 days.

**Chili Peppers:** Chili peppers are in Spring transition and are recovering from not harvesting over the holiday weekend. Current supply is a little snug, but should return to more normal levels as we move into the weekend. Sinaloa's product quality is very nice, but there are scarring, stem and other concerns on product from Sonora growers.

## TRANSPORTATION FACTS

\*Steadily moving upward, the National Diesel Average rose another \$.03 this week, moving from \$3.01 to \$3.04 per gallon.

\* The average price for a gallon of diesel fuel is \$.49 higher than the same time last year.

\* All ten reporting zones saw price increases with the most significant jump coming from the West Coast (up \$.055 per gallon).

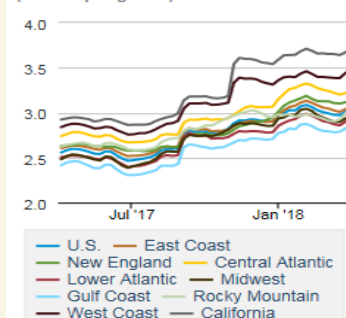
\*California maintains its role as the high price leader for diesel at \$3.71 per gallon while the Gulf Coast region offers the lowest price at \$2.85 per gallon.

\*The WTI Crude Oil price dropped 2.2% this week, moving from \$64.94 to \$63.51 per barrel

\* Trucks are slightly short in California shipping areas and at the Mexico-Texas border this week. All other zones have adequate levels of transportation available.

### On-Highway Diesel Fuel Prices

(dollars per gallon)



eia Source: Energy Information Administration

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## AN APPLE A DAY

### 5 Steps to Lowering Your Cancer Risk, According to a Dietitian

By: Christy Brissette, [www.washingtonpost.com](http://www.washingtonpost.com), March 30, 2018

Everyone knows someone who has been through cancer. My father was diagnosed with colon cancer when I was 14 years old and died when I was 17. It was and still is a devastating loss. Ever since, I've been passionate about researching the nutrition and cancer connection.

Data from the Centers for Disease Control and Prevention and the National Cancer Institute suggest that 45 percent of cancer deaths are because of risk factors we can control, including smoking, drinking too much alcohol and eating a poor-quality diet. Rumors are always circulating that certain foods can cure cancer, but the truth is you need to eat a variety of potentially cancer-fighting foods to reduce your risk. And most of these foods are plants.

#### Choose a plant-based diet

The American Institute for Cancer Research recommends that at least two-thirds of your plate be filled with foods that come from plants, such as vegetables, fruit, pulses and whole grains. The remaining portion can include foods that come from animals such as fish, poultry, meat, eggs and dairy products. Plant-based diets may help prevent cancer for a plethora of reasons. For one, plant-based foods contain fiber, which is needed for a healthy digestive system and promotes a healthy gut microbiota, a key part of your immune system.

Vegetables, fruit and other plants also contain phytochemicals, compounds which protect your cells from damage that can progress to cancer. Just like your investment portfolio, with phytochemicals you want to diversify for the best results. Eat a minimum of 2½ cups of vegetables and fruit every day in a variety of colors and you'll be on your way to reducing your cancer risk.

There has been some public concern that soy may increase the risk of hormone-related cancers. Soybeans contain isoflavones, compounds that are similar to the hormone estrogen but much weaker. Overall, research suggests that soy

doesn't increase cancer risk and may even reduce the risk of prostate, breast and gastrointestinal cancers. My advice for soy is the same as my advice for all foods: Choose whole foods that are minimally processed. Go for soybeans (edamame) or tofu rather than mock meats made out of heavily processed soy and often loaded with preservatives.

#### Limit processed and red meats

Red meat contains compounds that can damage intestinal lining and may increase cancer risk. But it's all about how much you eat, and your overall diet. Eating more than 18 ounces of beef, pork and lamb a week is associated with a higher risk of colorectal cancer, so keep your amounts below that. To help you visualize, three to four ounces of meat is the size of a deck of cards, so you could have that portion five times a week. If you want a larger portion, have red meat less often.

Whether bacon or hot dogs or deli meats, processed meats contain preservatives that, when eaten regularly, increase your risk of stomach and colon cancers. If you enjoy processed meats, have them only on special occasions.

#### Watch your alcohol intake

Wine — especially red wine — contains a phytochemical called resveratrol that may boost heart health. But drinking any type of alcohol, even in small amounts, is linked to higher breast cancer risk. If you do drink, limit yourself to two drinks a day for men and one drink a day for women. And take a look at how generous your pour is. A standard drink is 1½ ounces of spirits, five ounces of wine or 12 ounces of regular beer.

#### Choose food over supplements

There always seems to be a new herb or supplement rumored to prevent cancer. The research often isn't there to back up these claims, and it's best to try getting your nutrients from food first. That way

you're getting a variety of nutrients that often work better together. Getting too much of certain nutrients can increase your risk of some cancers — for example, smokers who take vitamin A supplements could be increasing their risk of lung cancer. It's tough to overdose on nutrients in food vs. supplements. Always talk to your doctor and dietitian before adding supplements to your routine.

#### Trim excess body fat

Excess body fat, especially around the midsection, appears to increase the risk of about a dozen different types of cancer. You might think of fat as an inert substance, but it's an organ that affects hormone levels and releases substances that can increase inflammation and cell division, creating an ideal environment for cancer to develop. That's why getting to a healthy weight (and doing it in a way that gives you all of the potential cancer-fighting nutrients you need) is one of the most important things you can do to lower your cancer risk.

You don't have to be perfect with your diet. Even if you are, that doesn't guarantee you'll be cancer-free forever. Eating as healthfully as possible reduces your cancer risk, and occasional indulgences minimize stress and are part of socializing with the people you love. Reducing stress could be cancer-fighting, too.

*Christy Brissette is a dietitian, foodie and president of [80TwentyNutrition.com](http://80TwentyNutrition.com). Follow her on Twitter @80Twentyrule.*



## Lipman on Location- Colorado

In 1929, Salvatore (Sam) Iannacito was mining when his head lamp went out. As he struggled to find his way out of the mine with no light to guide him, he decided that was it for him. He founded Sam's Produce and began selling produce out of a small cart to local mom and pop stores. In 1982, Sam's son Rich purchased our current building that was later purchased by Lipman Family Farms in 2015.

In 2005, Scott (Rich's son and the 3<sup>rd</sup> generation of Iannacito to manage Sam's), was making a store visit with a customer. They were looking for someone local to expand into processing. Their first pick turned them down. That customer turned to Scott and told him he would be entering the processing business! Scott took the opportunity and ran with it. What started off in 2005 with 3 basic fruits (pineapple, honeydew and cantaloupe) has now expanded into 75 different fruit and vegetable items!

Processing is big here at Lipman-Colorado and we are thankful for the continued growth of our business. We just started servicing a new customer with over 80 gas stations in the Denver area with various fresh cut items to be sold in their stores. As for the Iannacito family, Scott leads this location as general manager and Greg Iannacito, who is 4<sup>th</sup> generation, serves as the facility's assistant manager.

In addition to the processing operations, Lipman Colorado also offers tomato and vegetable repacking and distribution services.



## PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Varied	Steady
Cucumber	Good	Steady
Eggplant	Good	Steady
Green Beans	Good	Steady
Jalapenos	Mostly Good	Steady
Onions	Good	Steady
Squash	Improving	Steady
Tomatoes	Good	Lower



## APRIL CALENDAR

### April-All Month

Celebrate Diversity Month

### April 6<sup>th</sup>

Fresh Tomato Day

### April 10<sup>th</sup>

National Siblings Day

### April 12<sup>th</sup>

National Grilled Cheese Sandwich Day

### April 13<sup>th</sup>

National Make Lunch Count Day

## Immokalee, FL Weather

Fri Apr 6	Sat Apr 7	Sun Apr 8	Mon Apr 9	Tue Apr 10
88°F	85°F	85°F	87°F	86°F
64°F	66°F	65°F	67°F	64°F
ENE 7 MPH	SE 8 MPH	SSW 8 MPH	SSE 8 MPH	S 10 MPH
Precip 20%	Precip 20%	Precip 20%	Precip 20%	Precip 20%



## NEWS IN THE GROCERY TRADE

### Meal Kit Popularity Shows Convenience, Yet Personalization is a Must

By: Mike Eardley, [www.winsightgrocerybusiness.com](http://www.winsightgrocerybusiness.com), April 3, 2018

Is cooking at home a dying institution? You might believe that's the case, given the number of stories written about more people eating away from home and the growth of prepared food choices. Despite the popularity of cooking shows and celebrity chef programming, it seems that more people are seeking the convenience of prepared food options over shopping for ingredients and cooking dinner at home.

Preparing food at home takes time and effort, which is at a premium for many consumers. We have busy lives, and the likelihood of someone coming home from a long day at work to then cook dinner from scratch is slim. However, there's a counterpoint. Today's consumers increasingly cite healthy eating as an important component of their daily lives. And cooking food at home from scratch using fresh and wholesome ingredients is the epitome of a healthy diet.

So, consumers want to eat out, but they value the health benefits and freshness of a meal prepared at home, if it doesn't take too long or require much effort. The solution for many of these consumers is meal kits. They help shoppers save planning and shopping time, they allow for quicker preparation and cook times, they let individuals experiment with new flavors and ingredients, and they provide a fun experience. And food retailers sit in a prime position to capture this growing segment of hungry and time-crunched individuals.

Just look at the stats from Nielsen:

- In-store meal kit sales are up more than 26% year over year, generating \$154.6 million in sales.
- 10.5 million households purchased a meal kit in the last six months, with 25% of all households (that's 30 million) saying they would consider purchasing one.
- Sixty percent consider meal kit value to be extremely important, with 49% stating that low-cost items are important; 56% do not believe meal kits are affordable to every consumer, illustrating the need for retailers to demonstrate the value of meal kits versus traditional options.

While meal kit companies have dominated the market, food retailers are making inroads as they develop and position their meal kit programs as a viable, affordable and, to some degree, a more personalized alternative to the meal kit brands.

Let's look at the big picture: While supermarkets may have some catching up to do in terms of capturing their share of the meal kit market from the more established players, they have an advantage when it comes to variety and personalization. Why? Because of the sheer number of products and ingredients in their stores. This, in turn, lets their store chefs and dietitians not only develop unique and distinct meal kit options, but also potentially enable customers to choose specific flavors, ingredients or food options when selecting their kits.

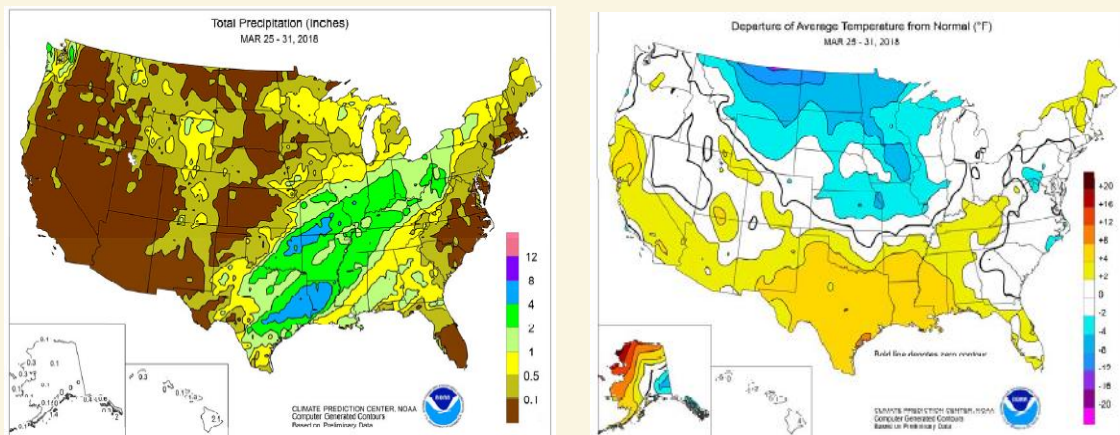
#### Making Shoppers' Lives Easier

Not all consumers plan their meals ahead of time; some are making this decision when shopping the store just hours or minutes before their meal. These individuals are more likely to make spontaneous purchases, including meal kits. However, subscription-based meal kit programs don't allow for these types of impromptu eating occasions. This is another advantage supermarkets have over the meal kit competition, as they can provide an on-the-spot and convenient meal solution that makes their lives easier while also providing a fun and entertaining activity.

As consumer dining preferences changes, supermarkets must also adapt. Meal kits are an ideal way to accomplish this and, in most cases, can be done without a large undertaking at store level. If you're interested in learning more about the growing importance meal kits are playing at the retail store level, please join IDDBA on May 23 for a free webinar presented by Daymon Worldwide. Information is available at [www.iddba.org](http://www.iddba.org).

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### Gen Z and Five Key Future Dining Trends

[www.csnews.com](http://www.csnews.com), March 30, 2018

Children that are members of Generation Z may not be as absorbed in their smartphones as people might think, according to a Y-Pulse's new 2018 Kids Dining study. According to the study, today's tech-savvy, food-loving youngsters are discerning consumers who will be influencing tomorrow's dining trends from shareable menu items to healthy options from vending machines.

The report, titled *Understanding Tomorrow's Tastemakers Today*, explores the dining culture, attitudes and behaviors of more than 900 K-12 consumers, ranging in age from 8 to 18, toward traditional foodservice segments. "Today's kids' expectations for dining outside the home are extremely high and will continue to increase as they become young adults," said Sharon Olson, executive director of Y-Pulse. "Certain trends, such as culinary adventure and healthfulness in food, typically accelerate as younger consumers grow older."

Food media, peers and the need for community heavily influence the current food culture in young consumers, according to the study. It identified five things food companies and restaurants need to know about Gen Z consumers' dining preferences:

**They enjoy contradicting food trends.** Young consumers enjoy culinary adventure and comfort foods with equal zeal. Seventy-one percent of those surveyed like trying new dishes and flavors at restaurants, while 91 percent of kids like ordering their favorite foods or foods that they are familiar with.

**They want the feeling of community.** Despite their love for smartphones and convenience, young consumers are not immune to the need for community feeling. Their choices in restaurants reflect this priority. Two-thirds (66 percent) surveyed like restaurants that offer shareable food and three-fourths (76 percent) of kids said they like to hang out with their friends at a restaurant.

**They are heavily influenced by food media.** Young consumers have a healthy appetite for food media consumption, as 56 percent said they like to watch the Food Network and 52 percent of these consumers said they like to watch "Tasty" style videos on Facebook and Instagram.

**They are influenced by perceptions of healthy food.** Much like their predecessors, Gen Z consumers care very much about eating healthy food and are influenced by perceptions of healthy eating. When asked about their perspective on eating healthy, 40 percent said that the snacks offered in school vending machines are healthy.

**They crave independence in food.** When it comes to the Gen Z consumer segment, kids are growing up with a strong sense of independence and decisions in food. Fifty-eight percent said they like to cook for themselves and 50 percent of them said they like to get snacks from the convenience store.

As the foodservice industry shifts its focus from millennials to Gen Z consumers, it is important to understand what this incoming generation prioritizes, Y-Pulse said. The good news is that restaurants and foodservice outlets can adjust their offerings to the needs of this consumer segment and build a loyal customer base that they can service for many years.

Y-Pulse, a division of Olson Communications, is a research and consulting practice that specializes in helping companies in the food business better understand tomorrow's tastemakers today.

**FRESH**

# TOMATOES



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of nature™*

**MARK YOUR CALENDAR  
PACK YOUR BAGS!**

**April 5-7, 2018**  
Viva Fresh Expo  
JW Marriott Hill Country Resort and Spa  
San Antonio, TX  
[www.vivafreshexpo.com](http://www.vivafreshexpo.com)  
**Come join Team Lipman at Booth 96!**

**April 11-12, 2018**  
PMA Fresh Connections  
Philadelphia Airport Marriott  
Philadelphia, PA  
[www.pma.com/events/fresh-connections-retail](http://www.pma.com/events/fresh-connections-retail)

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