



MARKET UPDATE

Tomatoes: Florida's overall tomato volume is finally beginning to increase! Although we are still a few weeks away from "normal volume," new fields in several areas of the state are bringing improved fruit sizing and quality to the table. Ruskin/Palmetto has started harvesting grapes, with rounds and romas to follow over the next 7-10 days.

Mexico has several areas either in production or on the verge of starting, which should provide consistent availability on all types of tomatoes for the foreseeable future. New-crop romas have started in Torreon, Obregon, and Baja with nice quality reports thus far. Western Mainland grape tomato growers are beginning to drop out as production transitions to Baja. Meanwhile, Central Mexico continues to plug along with good production. Grape quality is varied by growing area but there is some very nice quality available.

Bell Peppers: Although bell peppers remain challenging this week, both the East and West should see some improvement in availability next week. New acreage in South Florida should be up and running in the next 7-10 days, which will bring better quality and sizing to market. Although the Northern Mainland is generally winding down, there are some new, late-season fields that are starting up and will bring a little more fruit, sizing, and quality to market. As well, the California desert has officially begun its season. Volume is light now, but will increase over the next 7-10 days.

Green Beans: With the Lake area starting last week, Florida has great supply and quality on green beans. Despite Southern Mainland winding

down, there are still beans available in Mexico. As well, a few California desert farms have begun production, with more to come over the next few weeks.

Cucumbers: Three growing areas are overlapping in Mexico, bringing a flush of fruit to the market. Quality and pricing are right for promotions. In Florida, more acreage is coming on and supply is steady. Quality is very good, although there are a lot of offgrades available.

Summer Squash: Warm weather has brought summer squash crops forward in Florida. With Plant City coming online this week also, the future of squash supply looks bright in the Sunshine State. The West also has a steady supply from Hermosillo, where quality has been very nice. The California desert is getting into the game and we should begin to see local deals start up gradually over the next month.

Eggplant: Florida farms have finally gotten into the delayed Spring eggplant crops. However, yields are very light and supply remains short. In the West, eggplant production will transition from Southern Mainland Mexico to the California desert over the next 2-3 weeks.

Chili Peppers: Chili pepper production from Sonora has improved this week, with jalapenos beginning to flush. Quality and condition are good on most varieties. With Florida seeing only minimal numbers on chilies thus far, the East is still shopping West to meet demand.

Hard Squash: Hard squash availability and sizing vary daily out of Sonora, Mexico. Spaghetti squash quality has become extremely tough with significant scarring. The California desert is the next area to start, but it still several weeks out.

TRANSPORTATION FACTS

* The National Diesel held steady for the second week in a row and remains at \$2.12 a gallon.

* The average price for a gallon of diesel fuel is \$.67 lower than the same time last year.

* Diesel price movement was mixed this week, with about half of the reporting areas showing an increase and the remainder reporting a decrease.

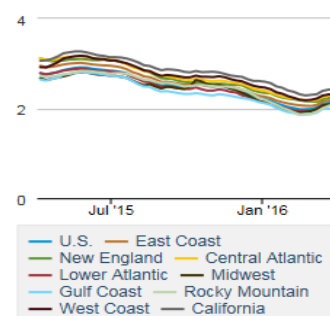
* California reports the highest-priced diesel fuel at \$2.43. The fuel bargain in the nation can be found in the Gulf Coast region where the price has dipped below the \$2.00 mark at \$1.98 per gallon.

* The WTI Crude Oil Price dropped 6.34% this week, moving from \$38.32 to \$35.89 per barrel.

* Trucks are available in good supply throughout the country this week, with a few spots reporting a slight surplus.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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KEEP YOUR EYE ON THE CONSUMER

The New Consumer: Are Eating Trends Age-Based or Generationally Influenced?

By: Julie Gallagher, www.supermarketnews.com, April 4, 2016

Sophisticated meal solutions with fresh, pre-measured ingredients and recipe cards that are conveniently merchandised and sold at a desirable price point are among the ways that retailers can win with Millennials, says Diane Tielbur, president of The NPD Group's research food and beverage consumption practice.

The recommendation is based on the Port Washington, N.Y.-based consumer researcher's Generational Study: The Evolution of Eating, which forecasts how generationally influenced eating preferences can inform Millennial-targeted merchandising strategies over the next five years. As part of its study, NPD set out to determine whether certain habits are age-based, and therefore subject to change, or generationally influenced, and thus longer lasting.

The NPD Group is uniquely qualified to perform such an analysis, since according to Tielbur, for the past 30 years it's collected age-related data, including what a participant ate and drank during a seven-day period. Participants also provide information about who they ate with, what their children ate and whether they deemed the occasion a meal or snack, Tielbur explained. We can tell you what people between the ages of 20 and 30 did 10 years ago, and 10 years before that, and all the way back to 1984," she said.

For its latest study, researchers first determined which foods all generations are consuming more of, and of which foods they are eating less.

"It doesn't really matter what generation you're from, you're eating more yogurt than you did before," Tielbur said. "And then there are categories that everyone is consuming less of — think ready-to-eat cereals. So we put those categories aside and said, 'We only want to look at the categories and subcategories where we see a difference; where one generation is going in a positive direction and another generation is going in a negative direction.'"

NPD detected a divergence in the way that Millennials are consuming fresh foods vs. how Baby Boomers are approaching them, and determined that these behaviors are generationally based, Tielbur said. Among members of Gen Y, annual consumption of fresh foods, including fruits, vegetables, eggs, meat and other perishables sold in the store's perimeter, is up about 20% per capita vs. adults who were the same age 30 years ago. Meanwhile, Baby Boomers' fresh food consumption is down about 8% vs. adults who were their age 30 years ago.

"This is important because Boomers had always been the ones that had the highest consumption of fresh foods, but they're decreasing, and actually look to restaurants and more convenient foods than people their age and generation had [in the past]," Tielbur said. "So we're confirming a reality and quantifying that reality but we're also breaking a myth because the Boomers aren't going in that same direction [as Millennials]; they're going in a different direction."

The trend is also borne out in the attitudes expressed by members of both ends of the age spectrum, with younger generations most likely to associate "clean eating" with an improved quality of life. More than half of 18-24-year-olds (55%) reported that clean eating improves the overall quality of life "very much," compared with 42% of 25-34-year-olds, 36% of 35-53-year-olds, and 26% of Americans 55 and older.

Meal preparation is another area of distinction for Millennials, NPD Group finds.

"And that's not just at dinner, that's carrying through to breakfast and lunch," said Tielbur. "Even though they're busy and they're working and have kids and very frenetic lives, they have actually decided to have more involvement and interaction in [preparing] their meals."

The trend is driven, in part, by Hispanic Millennials since Hispanics

in general tend to do more stovetop cooking, and 65% of Hispanics are under age 35.

Millennial eating behaviors have also been adopted by members of Gen Z (born in 1997 or later), who according to the NPD Group, are eating 50% more fresh fruit and drinking 50% fewer carbonated soft drinks than Americans who were the same age in 1984.

Traditional kid-friendly fare such as hot dogs and macaroni and cheese are still found in Millennial-led households with children; however, consumption of these foods is on the decline, according to Susan Schwallie, executive director of The NPD Group's client development team.

"There are some things that when you have kids you kind of want around, and are feeding to them but you're not seeing them around to the same degree as you did with prior generations," she told SN. Instead, children are eating more vegetables, fruits and yogurts, than did members of previous generations when they were their age.

Some families are also forgoing shelf stable options such as fruit drinks, and juicing fresh fruits and vegetables themselves. Fruit drink consumption has been on the decline over the past 10 years, according to NPD Group, while sales of juicers have doubled in the past 5 years. Trends like these should inform future merchandising strategies, according to Tielbur. "The involved food preparation is across breakfast, lunch and dinner, which lends credibility to the importance of this behavior to Millennials," she said. "It will be interesting to see how this plays out going forward. Is the pendulum swinging back from being a convenience food nation?"



SPOTLIGHT ON LIPMAN

Lipman Arizona- Legends

When Legends Distributing joined Lipman in 2014, we gained both expanded distribution in the West and some incredible team members! This Glendale, Arizona location has the perfect blend of youth and experience to move forward for years to come. Both founding members of the company, Ric Crispo and Wayne Stalcup, are actively involved in the daily operation of this facility, ensuring that the commitment to quality products for its customers is exceeded. They are assisted by approximately 75 employees, many of which have been with the company since it started in 2004.

Legends' family legacy and history in the produce business is much like Lipman's. Ric Crispo's grandfather began distributing produce and putting together growing deals in New York during the early 1920's. His son, Ric's father, followed in those footsteps and headed West to Arizona. Fast forward a "few" years where we find Ric working hard in an industry he has a passion for. "There was never a day in my life where I didn't think I would one day be in the produce industry. Like a lot of folks in our company, produce runs in my blood."

This location not only offers a full line of retail and foodservice tomato packs and complementary vegetables, but also provides solid melon, pineapple and strawberry programs. They can easily service Arizona, New Mexico, California and Colorado customers from this Glendale, AZ site.

Like other Lipman locations, this team is involved in their communities. The big yearly project is providing toys to the Phoenix Children's Hospital at Christmas time.

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Fair to Good	Steady
Cucumber	Good	Lower
Eggplant	Fair to Good	Steady
Green Beans	Good	Lower
Lettuce-Iceberg	Good	Steady
Jalapenos	Good	Steady
Onions	Good	Steady
Tomatoes	Good	Lower



APRIL CALENDAR

All Month

National BLT Sandwich Month

Second Week

National Volunteer Week

April 7

World Health Day

April 12

Grilled Cheese Sandwich Day

April 15

Get to Know Your Customers Day

Immokalee, FL Weather

Fri Apr 8	Sat Apr 9	Sun Apr 10	Mon Apr 11	Tue Apr 12
81° F	81° F	81° F	82° F	88° F
61° F	55° F	61° F	64° F	66° F
VNW 7 MPH	NNW 11 MPH	ENE 13 MPH	ESE 14 MPH	SSE 12 MPH
Averages 84° F/58° F	Averages 84° F/58° F	Averages 84° F/58° F	Averages 85° F/58° F	Averages 85° F/58° F

RESTAURANT INDUSTRY NEWS

Fast-Casual Concepts Continue to Outpace Industry

By: RH Editors, www.restaurant-hospitality.com, April 6, 2016

By several measures, fast-casual restaurant chains are outperforming the average restaurant, according to a recent census by industry trackers at The NPD Group.

The number of fast-casual chain restaurants rose by 5 percent to 19,043 total units, based on NPD's Fall 2015 ReCount restaurant census, which includes units open as of September 30, 2015. Traffic to fast-casual restaurants grew even faster, with 6 percent more customer visits in the year ending February 2016 compared to a year ago. Overall, total foodservice traffic rose only 1 percent, according to NPD's ongoing foodservice market research.

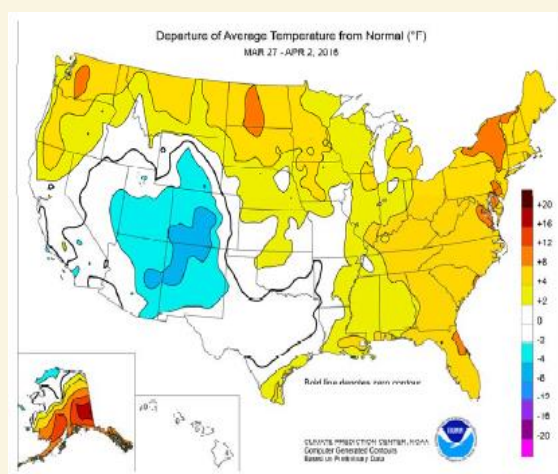
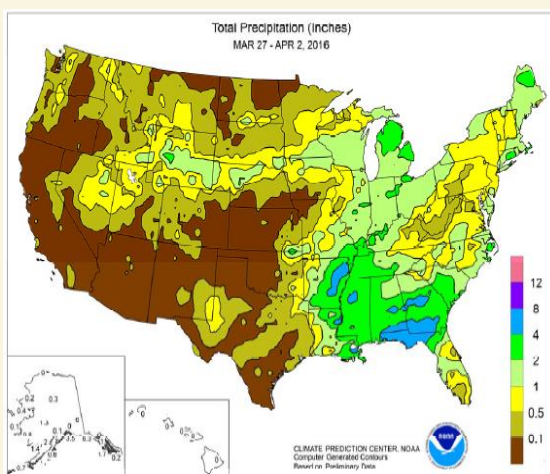
NPD points out that the fast-casual category is still a relatively small slice of the total foodservice industry. Fast-casual restaurants represent 7 percent of total limited-service visits, which represents 78 percent of total foodservice industry traffic. In units, the fast-casual category is a small portion of the total 343,407 limited service restaurants in U.S. The total U.S. restaurant count decreased slightly (-.6 percent) from a year ago to 629,488 units, based on NPD's Fall 2015 ReCount restaurant census.

"There has been significant unit growth in the fast-casual category over the past several years, and it hasn't reached a saturation point since traffic is still increasing," says Greg Starzynski, director of product management for NPD foodservice. "This would indicate that there is room for more growth for the fast-casual category into the foreseeable future."

Even if you're not in the fast-casual business, however, 2016 is shaping up to be a good year for restaurants. The National Restaurant Association projected that U.S. restaurants overall would see a 5 percent jump in sales this year.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



AN APPLE A DAY

Videos of Kids Eating Veggies May Entice Preschoolers to Eat More Themselves

By: Rob Goodier, www.reuters.com, April 4, 2016

Watching videos of kids eating vegetables may encourage small children to follow suit, a new study suggests. Preschoolers who watched a short video of kids eating bell peppers later ate more of the vegetables themselves, the researchers reported in the Journal of Nutrition Education and Behavior.

They also presented their findings this month at the annual meeting of the Society of Behavioral Medicine in Washington, D.C. The difference in consumption was not immediate, however. Instead, a week after seeing the video, the children ate about 16 grams of bell pepper (about half an ounce, or a little less than 1/8 of a cup). Kids who hadn't seen the video only ate about 6 g.

"The DVD segment we assembled was 7.5 minutes in length, and after just one exposure the preschoolers increased vegetable consumption one week later. So a brief DVD exposure . . . between children's TV programming, or during a transition time at daycare before snack or meal time, (may) influence children to make healthier food choices," Amanda Staiano, at Biomedical Research Center in Baton Rouge, Louisiana, who led the study, told Reuters Health by email.

Staiano's team randomly assigned 42 youngsters, ages three to five, to watch either the video of other children eating bell pepper, or a video on brushing teeth or no video at all. The next day, those who watched the veggie video actually ate less bell pepper than the others. But one week later, after accounting for the amount of bell pepper that each child ate on day one, the veggie video group's consumption was higher and the difference was statistically significant, the researchers found. "This indicates that the children retained the positive experience of watching peers eating the vegetable and were able to reproduce that action one week later," Staiano says.

Childhood obesity has more than doubled in the past 30 years according to the U.S. Centers for Disease Control and Prevention. And one of the CDC's recommendations to combat the rise is to eat more servings of vegetables.

The children in the video may serve as ambassadors for healthier eating. "The kids were positively influenced by their peers through role modeling of healthy behaviors," says Amy Yaroch, executive director of the Gretchen Swanson Center for Nutrition in Omaha, Nebraska, who was not involved in the research. "We know from behavioral theory that role modeling is an effective strategy to get people (including young kids) to adopt healthy behaviors. Parents typically serve as role models, but peers can be a very strong influence as well, especially if they are viewed as 'cool' by their peers," Yaroch says.

Staiano and her team still have several questions they'd like to investigate, including how to increase the effect and whether repeated video exposure could convince a kid to choose a vegetable over candy. "Figuring out ways to make screen-time into healthy time is critical for our young children, who are expected to have shorter lifespans than their parents due to obesity-related diseases," Staiano says.

SOURCE: bit.ly/1ovQepn Journal of Nutrition Education and Behavior, online March 16, 2016.

MARK YOUR CALENDAR & PACK YOUR BAGS

May 17-19, 2016

PMA Tech Knowledge
Hyatt Regency Santa Clara
Santa Clara, CA
www.pma.com/events

October 9-11, 2016

11th Annual Fast Casual Executive Summit
Laguna Cliffs Marriott Resort & Spa
Orange County, CA
www.fastcasualsummit.com

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