



**MARKET UPDATE**

**Tomatoes:** Rain has impacted Eastern tomato availability this week as farmers in NC, TN, and VA have worked around precipitation to harvest. Once the weather clears, round volumes should bounce back, but packouts could be affected by color and rain effects. Meanwhile, light to moderate volumes are coming out of NJ, MI and AL. Romas remain snug as light pockets of production are spread out. Grapes continue in mostly steady production with quality varied by growing area.

California tomato volumes and sizing have dropped this week due to bloom drop as well as a gap during planting. Heat continues to be a factor, but overall quality is holding up nicely. Mexico's vine-ripe farms continue to work existing acreage and are heavier to larger fruit. Roma production is on the shy side as high temps and previous weather have affected Baja and Eastern Mexico, respectively. Grape tomatoes are available daily from Baja with a few crossing at Texas as well.

**Bell Peppers:** Bell peppers are still available in strong supply in the East, although this week's weather could impact quality from affected areas going into next week. Michigan has been experiencing cooler weather, which may slow down maturity on new crops. California growing areas offer mixed reports, with some struggling with size and yields while others are just about to begin new blocks and have excellent quality.

**Cucumbers:** Baja's cucumber numbers have begun to decrease slightly, but quality has improved this week. Washington state growers also have light volumes of product to add to the Western mix. Eastern supply has been strong, but will be affected next week by cooler temps in the North and rain in the South. Product is available from MI, NY, NJ and numerous low-to-moderate volume local deals.

**Summer Squash:** Good-quality yellow squash is extremely short in the East this week. With more rain in the forecast for the South and limited volume from Michigan, this item will likely remain tight for at least another 10-14 days. Overall, better volumes of zucchini are available but product is spread out and in the hands of many growers. The only yellow squash in Western markets is coming from Santa Maria where light plantings are beginning to taper down. Fresno should provide some relief in September, when Fall harvests begin.

**Eggplant:** Fresno, Stockton and Baja all have good supplies available, with the better quality coming from California. Eastern markets have adequate eggplant to meet market needs with product coming from MI, NY, NJ, and several other local deals. Look for volumes to increase as Michigan farms get further into harvests.

**Green Beans:** Green bean volume continues to be steady in the East although a few quality issues are beginning to pop up. Light to moderate supply is available in California this week.

**Hard Squash:** The Stockton/Sacramento area has had a late and slow start to the hard squash season. At the time of harvest, intense heat reduced yields significantly. Hard squash is expected to be snug in the West all the way through until the Mexican season begins in October. The Eastern story is the same as last week- very light volume from a few local deals and quality problems out of Michigan's crops thus far.

**Chili Peppers:** With Baja having issues from prior rain and California plantings down 40%, chili pepper volumes are down in the West. Mainland Mexico is producing good numbers but much of that product is staying in the Mexican National Market. The East has light volumes from various local deals and should see more product as Michigan gets up and rolling.

**TRANSPORTATION FACTS**

\* The National Diesel Average jumped significantly, moving from \$2.53 to \$2.58 per gallon this week.

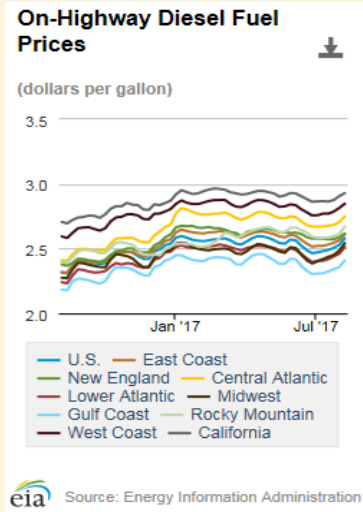
\* The average price for a gallon of diesel fuel is \$.27 higher than the same time last year.

\* Each market zone in the country reported price increases this week, with the most notable coming from the Rocky Mountain region (up \$.058 per gallon).

\* California remains the high price leader for diesel fuel at \$2.93 while the Gulf Coast region continues to offer the best bargain at \$2.41 per gallon.

\*The WTI Crude Oil price rose only minutely this week, moving from \$49.16 to \$49.17 per barrel.

\*Adequate numbers of trucks are available in active shipping areas throughout the country this week.



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## NEWS IN THE GROCERY TRADE

### So Far, American Grocery Shoppers Buck Online Shopping Trend

By: Frank Newport and Megan Brennan, [www.gallup.com](http://www.gallup.com), August 8, 2017

While more and more Americans are shopping online in lieu of going to stores, this trend has not yet hit the retail grocery industry in a significant way. Nine percent of U.S. adults report their household orders groceries online for pickup or delivery at least once a month, including 4% who do it at least weekly. By contrast, almost all Americans say someone in their family shops for groceries in person at least once a month, with 83% going at least once a week.

The estimates of current retail and online grocery shopping are from Gallup's annual Consumption Habits survey, conducted July 5-9. This pattern -- highly frequent grocery shopping occurring mostly in person -- highlights the theoretically enormous potential for growth in the online grocery business.

At this point, online grocery shopping appears to be an adjunct to retail shopping rather than a replacement, as most shoppers whose families purchase groceries online once or twice a month or more say they still visit a store to buy groceries at least once a week.

Fifteen percent of U.S. adults aged 18 to 29 say they purchase groceries online at least monthly, similar to the 12% among those 30 to 49 and 10% of those 50 to 64. These figures all contrast sharply with the negligible 2% of those aged 65 and older who shop for groceries online at least once a month. At the same time,

age has little relationship to shopping in person at grocery stores, which is nearly universal across all age groups.

Americans living in the eastern U.S. and those residing in cities are modestly more likely than their counterparts to use online grocery shopping technology. Working adults, perhaps because they have less time to shop, are almost twice as likely as those who aren't working to do their grocery shopping online. Income is not related to online shopping for groceries.

Gallup last asked Americans about their weekly food spending in 2012. At that time, the median expenditure per U.S. household on food was \$125 a week. Since then, Americans' weekly spending on food has remained stable, with a median of \$130 in 2017.

The Department of Agriculture reports food costs rose about 6% between 2012 and 2016. There are several possible reasons why Gallup's measure this year was not higher even with higher food costs. Gallup's estimates are for family expenditures and could have remained stable because of a decline in the number of people in each family unit in the country.

Government reports show that Americans are now spending as much at restaurants as they are at grocery stores. It is possible that survey respondents are not counting increasing restaurant expenditures when asked to

estimate their weekly food costs, helping explain why food spending has not risen.

Those who shop more than once a week in person at the store spend more on average than others, as would be expected. There is no relationship between shopping online and amount of money spent.

#### Bottom Line

Shopping for groceries online has a long way to go before it catches on with the vast majority of consumers, who mostly do their grocery shopping in person.

However, this may change, with experts asserting the traditional grocery business may be in a situation similar to that of department stores in recent years, with more retail space than the market can sustain. Traditional grocery stores may find their market share continuing to erode because of changing shopping patterns, particularly online shopping, and may be forced to maintain viability by cutting costs and reducing service.

There are a number of potential changes in addition to the looming presence of online grocery shopping that could affect the grocery industry going forward. In addition to spending more at restaurants, industry reports indicate that Americans are also more likely to purchase food at convenience and other locations rather than traditional grocery stores.

The retail grocery industry is gearing up for a period of rapid change, and major retail grocers have already begun shifting to online ordering for pickup or delivery, as well as in-store dining and on-site food preparation, to position themselves to be on top of, rather than reacting to, pending shifts in consumer behavior.

#### Older People Least Likely to Use Online Grocers

Percentage whose families shop for groceries this way at least once or twice a month

	Shop online	Shop in person at store
	%	%
18 to 29	15	97
30 to 49	12	97
50 to 64	10	98
65+	2	99

GALLUP, JULY 5-9, 2017



# TEAM LIPMAN IN PICTURES

For the next few weeks, we'd like to help you get to know #TeamLipman a little better. From the folks who take care of business behind the scenes to those you may see and talk to frequently, every individual plays an important role in providing you with the very best produce that nature has to offer...24/7/365. Check out these friendly faces!



**Kim Davis**  
Manager of Recruiting- Virginia



**Larry Moss**  
Manager Farm 15- Florida



**Dusty McQueen and Ryan Walden**  
Sales- Tennessee



**Scott Reese**  
Production Manager  
New Jersey



**Terry Hatcher**  
Supply Chain Manager  
Arkansas



## PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Lower
Cucumber	Good	Lower
Eggplant	Good	Higher
Green Beans	Varied	Steady
Jalapenos	Good	Steady
Onions	Good	Steady
Squash	Poor to Good	Steady to Higher
Tomatoes	Fair to Good	Steady



## AUGUST CALENDAR

- All Month**  
Family Fun Month
- August 15<sup>th</sup>**  
National Relaxation Day
- August 18<sup>th</sup>**  
National Fajita Day
- August 19<sup>th</sup>**  
National Hot & Spicy Food Day
- August 20<sup>th</sup>**  
Chef Appreciation Day

### Hendersonville, NC Weather

Fri Aug 11	Sat Aug 12	Sun Aug 13	Mon Aug 14	Tue Aug 15
79° F	81° F	81° F	79° F	79° F
66° F	66° F	66° F	66° F	68° F
NNW 7 MPH	VNW 2 MPH	VNW 3 MPH	V 3 MPH	NNE 3 MPH
Precip 70%	Precip 40%	Precip 50%	Precip 50%	Precip 50%

## AN APPLE A DAY

### 6 Science-Backed Strategies for Losing Weight in Middle Age and Beyond

By: Julie Upton, [www.usnews.com](http://www.usnews.com), August 9, 2017

Yes, 60 is the new 40 and 50 may be the new 30, but your scale has yet to receive the memo. Many middle-aged and older adults complain of expanding waistlines, along with the fact that weight loss becomes increasingly difficult as the years go by. But there's good reason to stop only complaining about not fitting into your favorite pair of jeans and start doing something about it: New research shows avoiding weight gain with age is one of the best ways to help you live a longer and healthier life.

While losing weight in your 40s, 50s and beyond may be somewhat challenging due to age-related changes, hormones and muscle-building growth factors, it's certainly not impossible – or even as hard as you might think. In fact, many weight-loss experts say there's no reason why the majority of people can't reach a healthy weight. Start with a can-do mindset, then follow these six research-backed tips for losing weight at any age:

#### 1. Eat most of your calories earlier in the day.

Mounting research suggests that eating the majority of your daily calories earlier in the day makes it easier to maintain a healthy weight and tempers blood sugar and inflammation. "To help with weight loss, eat breakfast like a king, lunch like a queen and dinner like a pauper," recommends Courtney Peterson, an assistant professor at the University of Alabama's Nutrition Obesity Research Center. One study reported that dieters who ate a 700-calorie breakfast, 500-calorie lunch and 200-calorie dinner lost nearly 18 pounds in 12 weeks, compared to seven pounds lost among subjects who ate a 200-calorie breakfast, 500-calorie lunch and 700-calorie dinner.

#### 2. Eat a protein-rich first meal.

Studies show that dieters who eat high-quality protein as part of their first meal help ward off hunger pangs, reduce cravings and help them lose fat while maintaining lean muscle mass. One study published in the International Journal of Obesity, for example, found that overweight women who ate eggs for breakfast as part of a reduced-calorie diet lost 65 percent more weight and 34 percent more belly fat than women who started their days with a calorie-matched bagel breakfast.

#### 3. Limit alcohol.

Based on national surveillance data, adults of all ages are drinking more alcohol, and many are binge-drinking. One of the most effective ways to get your younger physique back is to cut back on your alcohol intake – or avoid it completely. A couple of glasses of wine with dinner or a couple of beers while watching a football game is 300 extra calories, explains registered dietitian Elisabetta Politi, nutrition director at the Duke Diet and Fitness Center. What's more, alcohol can increase your appetite and make you crave calorie-rich choices.

#### 4. Don't skimp on strength training or cardio.

You probably know that strength training is important to help you retain your muscles and keep your metabolism up, but cardiovascular exercise – think walking, jogging, cycling or swimming – is important, too. "I see patients who do a lot of strength training, yoga or Pilates, but aren't doing any cardio," Politi says. "Cardio helps you burn lots of calories, so you create a negative calorie balance that results in weight loss." She recommends adults strive to get at least 30 minutes of exercise at least five days a week. And in this case, more is better.

#### 5. Stay on track.

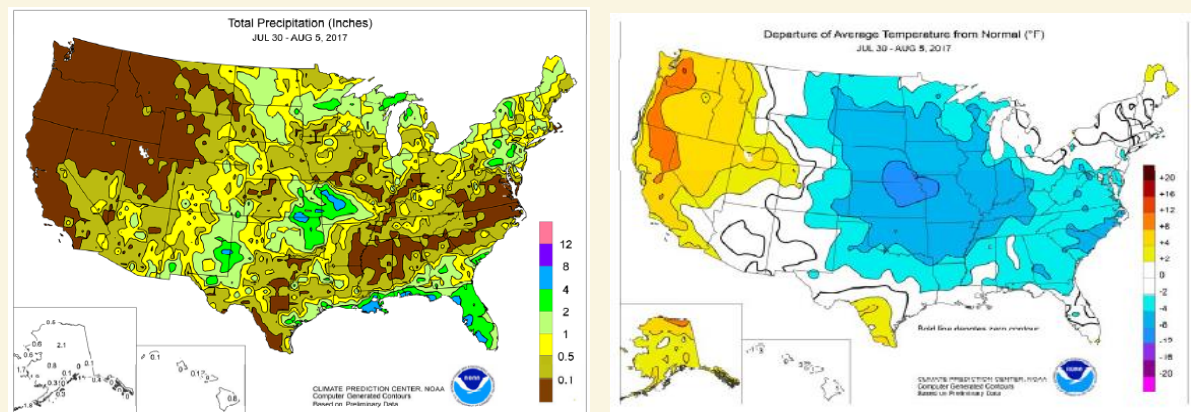
Unlike cheat days (or weeks!) that took place in your 20s, there's little wiggle room for parties, holidays and vacations to slip up or pig out when you're in your 40s and beyond. "The body's metabolism is less resistant to overeating as you age," Peterson says. This is why so many adults over 40 complain that they feel the effects of seemingly minor slip-ups on the scale the next day. If you know you're attending a party or will be eating out, it's critical to account for those extra calories by either eating less or exercising more before and after to avoid weight gain.

#### 6. Get more sleep.

No, you aren't dreaming. According to Peterson, many adults are so busy with work and family that they skimp on shut-eye, which actually makes it harder to lose weight. "Lack of sleep causes your appetite to surge and increases the desire for higher-calorie foods," Peterson says. Several studies now show that adults who routinely get less than six hours of slumber a night are more likely to have significant weight gain over time than those who sleep seven or more hours on most nights. While optimal hours of sleep are highly individualized, most adults need somewhere between seven and nine hours a night.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### How to Bring Back Burger Customers

By: Rebekah Schouten, [www.foodbusinessnews.net](http://www.foodbusinessnews.net), July 13, 2017

As restaurant goes demand more higher-quality burgers, costs have increased, which has led to an ease in consumption, according to Technomic Inc.'s 2017 Burger Consumer Trend Report.

While fifty-six per cent of consumers said they eat burgers at least once a week, that number has dropped from roughly 75% of consumers in 2013. Additionally, consumers said they are now preparing a higher percentage of burgers at home. This trend may point to the increased availability of other food service options, the report said, as well as a 15% increase in burger prices at leading chains since 2013.

“Burgers are becoming a more premium option as pricier toppings like brisket, fried eggs and avocado trend up on menus,” said Anne Mills, manager of consumer insights at Technomic. “While these ingredients are satisfying demands for new and unique burgers, increasing prices may make burgers a less practical option and push consumers to more affordable alternatives, especially as retail prices for burgers drop.”

So how can food service operators keep consumers coming back for their burgers?

- **Innovation:** Thirty-five per cent of consumers said it is very important that restaurants offer burgers with new and unique flavors.
- **Breakfast burgers:** Twenty-six per cent of consumers said breakfast burgers are highly appealing, up from 22% in 2015.
- **Fresh beef:** Forty-eight per cent of consumers said it is very important that burgers are made with never-frozen beef.

Technomic's 2017 Burger Consumer Trend Report reflects findings from more than 1,500 consumers as well as Technomic's MenuMonitor and Digital Resource Library.

<p><b>MARK YOUR CALENDAR PACK YOUR BAGS!</b></p> <p><b>September 12-14, 2017</b> NEPC Produce, Floral &amp; Food Service Expo Boston Convention &amp; Exhibition Center Boston, MA <a href="http://www.newenglandproduceCouncil.com/expo">www.newenglandproduceCouncil.com/expo</a></p> <p><b>October 25-27, 2017</b> National Restaurant Association's Restaurant Innovation Summit Hyatt Regency Austin, TX <a href="http://www.restaurant.org/events">www.restaurant.org/events</a></p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> <p>Visit our website... <a href="http://www.lipmanfamilyfarms.com">www.lipmanfamilyfarms.com</a></p> <p>Follow us</p> <p>Questions or comments about the newsletter? Contact: <a href="mailto:joanna.hazel@lipmanproduce.com">joanna.hazel@lipmanproduce.com</a></p>