



MARKET UPDATE

Tomatoes: Round tomato supply is significantly lighter in the East this week. Virginia farms are in a planned seasonal gap, and other regional areas (MI, NJ, TN, AL) have lighter harvests than usual due to weather. Eastern romas continue to plug along with light-to-moderate volumes. Overall grape tomato volume is expected to decrease as local deals play out early due to weather and quality concerns. Although there are a few spotty issues due to rain, overall quality is good.

California's mature green tomato production is on the light side this week. Numbers could remain diminished as we enter September and see the bloom drop effects of July's heat wave. As we look to vine-ripes, Baja is shipping a steady, but light supply of fruit across the border. Color is light as demand is keeping farms on top of their fields. Weather conditions have caused a dip in grape tomato volumes, but supply is expected to rebound in September, when Fall crops get underway.

Bell Peppers: With multiple regions in full harvest, the East has plenty of bell peppers to go around. Overall, sizing is on the larger end of the spectrum, as growing conditions have been conducive to sizing up the fruit. Several growing areas in California continue to provide good volumes and great quality on bells. Production is expected to remain strong through the month of September.

Green Beans: Each of the major bean-growing regions has seen heat and rain over the last 7 days, which has shortened up green bean supplies. Quality remains okay, although we could see more concerns in the next few days as shippers work through rain-affected product. California's bean growers

are working through some gaps between growing blocks, which has reduced availability. Improved supply is on the way at the end of the month, when Watsonville/Salinas will break into new fields.

Cucumbers: Cuc supply is light out of Michigan this week and we are beginning to see local growers wind down. The next areas on tap for solid cucumber production will be South Carolina, which is just getting started, and North Carolina, which will be up and running in about two weeks with Fall crops. Western cucumber supply is limited this week as Baja farms are seeing the effects of bloom drop on fields they are working. Supply is likely to remain limited until Fall crops begin in September.

Summer Squash: Eastern squash supply is on the lighter side this week, as rain and heat have affected both regional and local growing areas. Overall quality is fair, with yellow squash responsible for much of that assessment. We look for new Fall crops from Eastern North Carolina to start in about two weeks. In the West, California's Central Coast is seeing lighter supply as they are finishing up 2nd fields and waiting another 7-10 days for new blocks to start up.

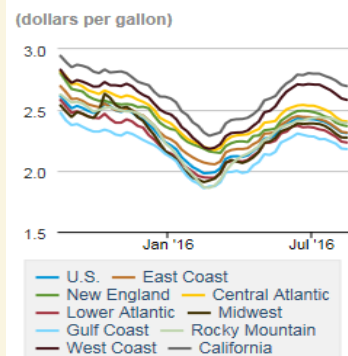
Eggplant: Eggplant production is light from Michigan, but there seems to be plenty available from local deals to meet Eastern market demand this week. There are two main production areas for eggplant in the West: Fresno and Stockton. Fresno's volume and quality have both improved, while Stockton growers are continuing to work through liver spotting and scarring issues from earlier fields.

Chili Peppers: Domestic chili pepper production remains regionalized, with hit and miss volumes and varieties available. However, Baja, Mexico is only a week or so away from full swing.

TRANSPORTATION FACTS

- * The National Diesel Average decreased less than \$.01 this week, coming in at \$2.31 per gallon.
- * The average price for a gallon of diesel fuel is \$.31 lower than the same time last year.
- * Once again, diesel prices dropped in all reporting areas this week. The West Coast enjoyed the largest price decline (-\$.013).
- * As is the norm, California has the highest-priced diesel fuel at \$2.70 and the Gulf Coast region offers the best bargain in the nation (\$2.18 per gallon).
- * The WTI Crude Oil Price rose significantly this week, increasing 8.9%, from \$42.77 to \$46.58.
- * Trucks are readily available this week, with adequate or surplus supply reported throughout the country.

On-Highway Diesel Fuel Prices



eia Source: Energy Information Administration

ON THE HORIZON CONTENTS

Restaurant Industry News - page 2
 Spotlight on Lipman- page 3
 An Apple a Day- page 4
 News in the Grocery Trade- page 5

Produce Barometer- page 3
 August Calendar- page 3
 National Weather Spotlight- page 4
 Pack Your Bags - page 5

Restaurant Industry News

4 Ways to Turn Critics into Fans

By: Nick Lucs, www.restaurant-hospitality.com, August 17, 2016

Any restaurant owner will tell you that their success depends on reputation and the appreciation of their customers. Without a steady stream of loyal visitors shuffling into a restaurant, it can't survive.

But the nature of the hospitality industry means that even the most well-received establishments hear negative customer feedback. These complaints give business owners and managers insight into what's working — and what's not working — about their restaurants. Here are four steps for transforming bad feedback into an asset for a restaurant:

1. Listen intently

The first step in receiving feedback is to actively listen to the customer's experience with the intention of remaining empathetic to their concerns. Managers need to recognize that when most diners eat out, they're making the choice to treat themselves. They want to avoid the hassle of their own kitchen for a delicious meal and top-notch service.

Regardless of the severity of the issue and the customer's reaction, staff can diffuse tension by holding direct eye contact and using affirming phrases like "I see," "Uh huh." If the feedback is confusing — you're not sure what the problem is — mirror the complaint back to the customer to make sure you understood it correctly. "So, the soup is cold even though you already sent it back once?" Even though it's easy to feel swept up in panic (especially if the staff has made a big error), maintaining a calm presence sets a professional tone for the interaction and can save the day.

2. Offer a sincere apology

A sincere, heartfelt apology is the best way to shift the momentum of a negative experience toward a positive turnaround. Here are some simple ways to apologize:

- "I'm so sorry that you didn't have a better experience with us tonight."
- "I really appreciate this feedback, and I'm truly sorry we didn't do a better job."
- "I'm grateful that you let me know you had a problem tonight. On behalf of the restaurant, please let me apologize. I'm so sorry."

Most importantly, avoid making excuses or placing blame. Instead, recognize that this perceived mistake inconvenienced a customer in a real way.

Acknowledge not only the exact issue they describe but the feelings behind it. For example, if a diner seems really frustrated, you could say, "I imagine you must be really frustrated because you come here expecting a certain level of service." Replace the word "frustrated" with whichever emotion the customer is exhibiting in the conversation. Although anyone from a busser to a server can and should apologize, it's also important to send complaints up through the chain of command. The more unacceptable the mistake, the more important it is that a g.m. or business owner apologize. When a g.m. says, "I'm sorry," it shows diners that the restaurant takes their feedback seriously.

Research from the University of Nottingham affirmed that this kind of apology is twice as effective as financial compensation at prompting feelings of forgiveness. The trick is to make sure the apology is authentic and comes from the right person.

3. Remedy the situation

The adage "actions speak louder than words" holds true in the restaurant world. To substantiate an apology, make a significant gesture. With the example of cold soup, take the dish off the bill immediately. The more severe a mistake, the more substantial a gesture it takes to remedy the situation.

In the case of a botched dinner or multiple egregious errors, managers should consider covering the bill and sending out extra dessert or another round of drinks. Although this approach can impact short-term revenue, these acts of generosity can solidify customer relationships on the brink of collapse.

It's also essential to fix any glaring issues with your staff. Speak directly to the person who slipped up, and if necessary, model best practices on the spot. Although it helps to treat all negative feedback with the same diligence, some comments may be unfounded. In this case, reinforce

the positive behavior of staff despite a dissatisfied customer.

4. Address feedback on a broader scale

To take a proactive approach to negative feedback, create a clear process for handling complaints beyond the quick fix. Use a Google Doc or an excel sheet to record customer feedback. These notes should include the time, date, manager on duty and the reported issue.

Recording feedback gives business owners the awareness they need to track these problems: Do these complaints only occur during a certain shift? After more training, are they going away?

Mike Lester, president of The Melting Pot Restaurants, sees each complaint as "a gift." Regular notes mean you can nip a problem in the bud before it becomes a part of your reputation. Once something ends up on Yelp, it's permanent. But with a clear accountability program, you can detect consistent problems before they end up online.

Instead of placing blame on lower-level employees, use this feedback to assess the strength of management strategy, as well as the effectiveness of onboarding and training programs. With the right managerial support and additional hands-on training, motivated employees can transform a restaurant's challenges into its strengths.

The way that business owners process and respond to negative customer feedback reflects their restaurant's brand. By approaching criticism with understanding, a clear apology and a promise of change, these leaders strengthen their restaurants and support a positive customer experience.



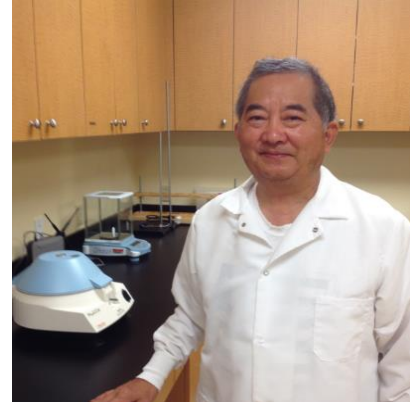


SPOTLIGHT ON LIPMAN Team Lipman Shouts Out

Al Yancey National Sales Manager North Carolina

Serving as a national sales manager, Al enjoys developing and maintaining relationships with foodservice customers on a national level.

Al feels blessed to be part of such a professional, dedicated, and respectful team where everyone works very hard every day to deliver the best produce possible to our customers. Also, the amount of resources at our disposal at Lipman is unparalleled in the industry.



Jiping Jiang Senior Plant Pathologist Lipman R & D- Estero, FL

As the senior plant pathologist in Lipman's R&D department, Jiping's main responsibility is conducting disease resistance screening on tomatoes. He also works with breeders to develop high-quality tomato varieties.

Jiping appreciates Lipman's efficient operating system. "It covers all agricultural aspects- from seed development to seedling nursery to field production as well as packaging and repackaging. Lipman provides the community with very high quality fresh products. Lipman also provides me the opportunity to use my knowledge and experience so that I can show my value to the world."

PRODUCE BAROMETER

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



AUGUST CALENDAR

All Month

Family Fun Month

August 21st

National Senior Citizens Day

August 27th

Franchise Appreciation Day

August 29th

More Herbs, Less Salt Day

Hendersonville, NC Weather

Fri Aug 19	Sat Aug 20	Sun Aug 21	Mon Aug 22	Tue Aug 23	Wed Aug 24
82° F	82° F	82° F	81° F	79° F	79° F
68° F	68° F	68° F	64° F	64° F	63° F
W 4 MPH	SW 6 MPH	VSW 8 MPH	NNW 8 MPH	NNE 8 MPH	ESE 6 MPH
Precip 20%	Precip 20%	Precip 20%	Precip 50%		
Averages	Averages	Averages	Averages	Averages	Averages
83° F/65° F	83° F/64° F	83° F/64° F	82° F/64° F	82° F/64° F	82° F/64° F

AN APPLE A DAY

The Tasty Science of Flavorful Grilled Vegetables

By: Michele Redmond, www.foodandnutrition.org, August 10, 2016

In many backyard barbecues, "Let's grill tonight" translates as "Let's eat meat tonight." That's not really surprising since grilled meat products create hundreds of complex aroma and flavor compounds. While grilled vegetables create less of these crave-inducing compounds, they do develop delicious flavor profiles that can make them popular with "veg-avoiders." Whether wood, coal or gas is used as the heat source, the flavor of grilling is determined by browning reactions that depend on carbohydrates and protein.

When meat, poultry and fish are exposed to a high and dry heat, they experience a Maillard reaction. This is a process which yields hundreds of complex aroma and flavor compounds ranging from savory and meaty to floral and earthy. Caramelization is a browning process from heating sucrose or sugars such as fructose or glucose, also known as reducing sugars. Caramelization requires higher temperatures than Maillard reactions.

Because meat products also include the simple sugar ribose, some caramelization flavors also may be detectable. While vegetables meet two of the requirements for a Maillard reaction, their low protein content (compared to meat products) limits flavor development.

Annette Hottenstein, MS, RD, the "Sensory Scientist" and host of the *Food Sommelier* podcast, explains that grilling typically exposes vegetables to higher heat than other cooking methods. At these high temperatures, new complex volatile flavor components become available as natural sugars caramelize. Caramelization flavor compounds are less complex than those from Maillard reactions, but don't disappoint. They produce a flavor range that includes butterscotch, sherry, rum or toasty notes.

Vegetables with high levels of reducing sugars and protein, such as corn, sweet potato, onion and eggplant create tasty flavors from both types of browning reactions. Some vegetables even can develop a "meaty" taste element, thanks to sulfur. Vegetables with an amino acid linked to sulfur, such as cysteine, create more savory elements or a meatiness. Cysteine is plentiful in cruciferous vegetables and alliums such as onions. Onions contain both cysteine and naturally high sugar content. This combination explains why grilled onions and caramelized onions are such coveted additions in many meals.

Grilled vegetables also offer pleasant contrasting textures. Hottenstein shared that she particularly enjoys the crispy tips of grilled asparagus and how the heat of the grill intensifies the green flavor components while adding a smoky dimension.

4 Vegetable Grilling Tips

-Fresher Is Better Some vegetables such as sweet corn rapidly convert natural sugars to starch after harvest. Less natural sugars means less flavor and could lead to a mealy texture.

-Par-Cook For dense or slow-cooking vegetables such as carrots or potatoes, you have two options: Either partially pre-cook before placing on the grill; or, grill the surface first on direct heat, then finish cooking on the warming rack.

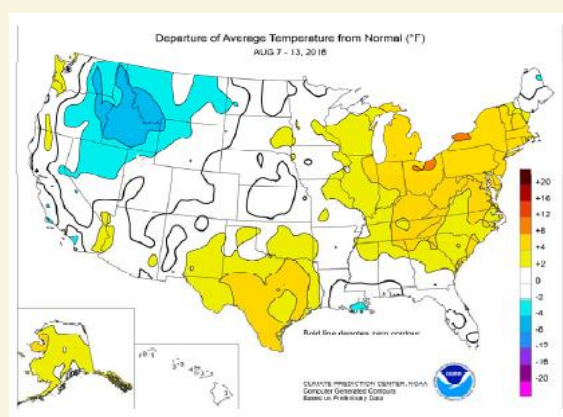
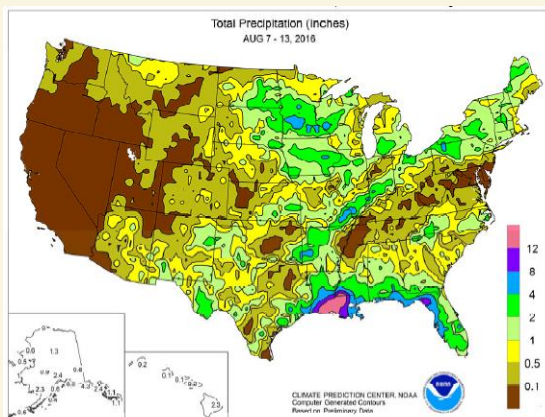
-Coated or Naked Dry the surface of vegetables before coating lightly with oil or marinade. Or, instead grill whole eggplants or peppers with no oil or marinade for smoky, charred skin aroma compounds.

-Consider Veggie Density Vegetables such as zucchini, eggplant, tomatoes that are less dense due to high water content grill quickly in general and even faster if sliced or quartered. It's best to not mix them with dense vegetables, such as root vegetables, to ensure even grilling results

Michele Redmond, MS, RDN, a registered dietitian nutritionist and French-trained chef, teaches and consults on the topics of culinary nutrition, gastronomy, taste literacy and how culture affects food enjoyment and health. She directs *The Taste Workshop* and periodically conducts taste workshops in Paris and London.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

How's Your Online Reputation?

By: Mike Eardley, www.supermarketnews.com, August 12, 2016

Reputation management is important in any business, but even more so in the 21st-century world of social media, where a negative comment can ruin a company's image in a matter of days or even a few hours. Many shoppers love social media sites and use them on a daily basis. Thus, awareness of these sites and frequent monitoring are critical in managing your reputation. It is now a fundamental marketing strategy and not an option.

Even if you haven't created any social media profiles, there's a good chance someone has written a review of your business on services like Yelp — positive or negative. Yelp is a site where users share their opinions and thoughts on businesses and products. Users visit the site before going to dinner, shopping for products, or using a service. In fact, 90% of Yelp users make purchase decisions based on positive reviews from people they don't even know.

Negative reviews on Yelp minimize your opportunity to engage with customers and hamper your traditional marketing efforts. On Yelp, you are rated by "stars." The more stars, the more noteworthy your recognition. A 2011 Harvard Business School study by Michael Luca found that each star generates about 5% to 9% increase in revenues. Great experiences for the shopper equals great reviews, which may boost traffic, sales and profits.

Respond to all of your reviews, positive or negative. Some examples of online reviews and retailer responses are detailed in *Reputation Management Matters*, a new original research white paper from IDDBA available now for download to IDDBA members at iddba.org.

In one example, a customer commented they were "stunned by the new owner's aloof, and blasé service." The owner was defensive and replied with, "Not so sure blasé is a term I would use for us. How was I unimpressed or uncaring?" It is key to stay positive, be polite and be sincere. No defensiveness allowed! Give yourself the opportunity to acknowledge their complaint, apologize and correct the situation. Polite sincerity will at least give you a chance to win them back.

In another example, a customer complained, "No cookies, sold out. Nothing to sell. I will not be back." The owner took a different approach and apologized for the issue with a simple and straightforward message: "Thanks for shopping! Let me apologize. We bought a second oven. We hope you will give us another chance." This is the best way to respond to a negative review — treat it as an opportunity for you to try to win back unhappy past customers, while showing future ones you care about customer service.

Online reputation is actually the latest, hot form of marketing, since a well-composed response can actually turn people onto your business. The way you represent yourself in review responses is a reflection of your values, hospitality and authenticity. Making an effort to represent yourself and your business well can only help to build your traffic.

Social media may seem overwhelming. After all, you already have a business to run, right? But in today's world, social media IS marketing. It cannot be overlooked. It is where your shoppers are. You need to be there, too.



MARK YOUR CALENDAR & PACK YOUR BAGS

September 26-30, 2016

2016 Produce Inspection Training Program
USDA SCI Training & Development Program
Fredericksburg, VA
www.unitedfresh.org

October 4-6, 2016

2016 Richard E. Marriott SAFE Golf Tournament for
NRA's Restaurant Advocacy Fund
Pinehurst Resort
Pinehurst, NC
www.restaurant.org

CREATED BY LIPMAN
FOR OUR VALUABLE
CUSTOMERS



Visit our website...

www.lipmanfamilyfarms.com

Follow us



Questions or comments about the newsletter?
Contact: joanna.hazel@lipmanproduce.com