



MARKET UPDATE

Tomatoes: With Summer plantings past their peaks and cooler temperatures coming on, northern growing areas (Michigan, New Jersey, and Ohio) are seeing tomato volumes decline. Meanwhile, the southern and mid-Atlantic states are battling with the harvest and quality challenges that accompany persistent rainfall. Volume is down on all varieties this week, but soft demand has kept the markets mostly in check. Quality varies daily by grower, field, etc. and mid-sized fruit is the short suit. Virginia could provide a boost to supply and quality as they get started on new Fall crops in the next 7-10 days.

Heat is the word of the week for California, where a stretch of 100 + degree weather is limiting harvests of rounds and romas. Eastern Mexico continues with lighter than normal volumes due to previous weather, while Baja farms are working existing acreage. Look for Fall round crops to begin out of Baja in late September, with Fall roma plantings scheduled to start harvests mid-month in both Baja and Eastern Mexico. Grape tomato supply is beginning to perk up as Baja growers get into newer fields and better supply.

Bell Peppers: Green bells are available in promotable volumes throughout the country. Eastern product is in many hands and is available from numerous growing areas. Overall quality is good but there are some trouble spots in older crops. As we move through the California pepper season, we are seeing a good mix in sizes with overall great quality. The more northern growing regions are experiencing intense heat, which has shortened harvest time and days in the fields but there is more than ample volumes available to meet market needs.

Cucumbers: Western cucumber supply is limited this week, as Baja growers transition between Summer and Fall plantings. However, quality has been very good on the fruit that is

available. Cooler weather and disease pressure have slowed Michigan's cucumber harvests this week but there's still product coming out of New York, Canada, and local deals to fill Eastern market needs. Fall crops started in North Carolina this week and Georgia set to come online in another 10-14 days.

Summer Squash: Cool weather in the north and rainy weather in the south continue to be factors in the availability of yellow and zucchini squash in the East. Fall crops are starting up in North Carolina, Georgia and North Florida which should improve availability and quality over the next week or so. In the West, Santa Maria expects to have good numbers of zucchini for the next few weeks but very light volumes of yellow squash as the reduced number of plantings continue to taper off.

Eggplant: While each area has its challenges (high heat, quality, and a tropical storm), Fresno, Stockton, and Baja are all harvesting eggplant this week. Eastern supply remains adequate, as production starts the gradual transition from north to south. Georgia has come online with Fall crops and North Carolina will begin to add to the mix in another 7-10 days.

Chili Peppers: Santa Maria continues to produce a decent amount of hot peppers. Quality in California has vastly improved and is looking good. Baja is in a similar situation, with the majority of production coming from Ojos Negros.

Green Beans: Despite harvest skips in Tennessee and cooler weather in Michigan, Eastern markets have adequate volumes of green beans available. California production has improved and should continue to as more areas get into new fields and crops over the next week.

Hard Squash: California farms continue to struggle with yield and quality problems. Eastern supply is improving as more local deals begin to come to market.

TRANSPORTATION FACTS

* The National Diesel Average adjusted slightly, moving from \$2.60 to \$2.61 per gallon this week.

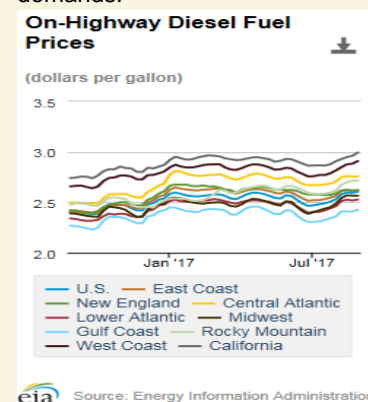
* The average price for a gallon of diesel fuel is \$.20 higher than the same time last year.

* The Gulf Coast, West Coast, and California reported price increases of \$.02 to \$.03 per gallon while all other areas had minimal pricing adjustments of less than \$.01 per gallon.

* California has hit the \$3.00 mark, which is the highest price reported this week. The Gulf Coast region continues to offer the best bargain at \$2.43 per gallon.

* The WTI Crude Oil price dipped 3.65% this week, moving from \$47.64 to \$45.96 per barrel.

* Michigan shippers continue to have challenges with trucks this week, but all other areas in the country have adequate or surplus transportation to meet shipping demands.



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RESTAURANT INDUSTRY NEWS

Fancy to Fast: How the Restaurant is Being Redefined

By: Isaac Goldman, www.qsrmagazine.com, August 2017

Today's chefs are changing their cooking style, experimenting with new dishes, and redefining the word "restaurant." Where once brick-and-mortar locations were the ultimate definitions of restaurants, today pop-ups, food trucks, ghost restaurants, or fast casual eateries, have come into the forefront, and today's chefs have a multitude of opportunities at their fingertips. Recognizing the options at hand, a number of award-winning chefs are diversifying their portfolio and opening more informal eateries. While chefs that began with more casual food trucks are expanding to brick-and-mortar locations.

The transition and how it's played out are perfectly articulated in José Andrés' newest ventures. A 2011 James Beard Award winner and Michelin-starred restaurateur, Andrés made a name for himself by opening high-end establishments such as minibar and Jaleo. Recently, he has expanded his horizons by opening a vegetable-focused fast-casual concept called Beefsteak. A plat- forward eatery that's accentuated with animal-based garnishes.

Andrés' knowledge has been formative in Beefsteak's launch. A pro at creating and executing concepts, at Beefsteak he has created a whimsical setting through cartoons of vegetables on the wall and creative menu names, such as "Cauli-power." In this new forum, Andrés has the opportunity to bring his high standard of cooking to a larger audience. Joe Raffa, the executive chef of ThinkFoodGroup, recently discussed this opportunity in an interview with Eater, saying "Getting into the fast-casual world allows us to put José's message and José's food in front of a much larger audience." Now, the challenge for Beefsteak is to maintain Andrés's high food quality standards, while also pumping out the food in a timely manner.

On the other end of the spectrum, Taylor Smith, a newly established restaurateur, has transformed his Silver Seed Food Truck into The Gold Leaf Collective. Based in Fort Collins, Colorado, The Gold Leaf locally sources ingredients to serve fresh and vibrant fare.

When asked about his successful transition from food truck to full-service, Smith attributes his success to the lessons he learned starting and running his food truck. "Everything we learned having our food truck has been utilized and expanded upon in The Gold Leaf."

On the food truck, he had a small team, and took on the responsibility to fix many of the problems himself. "I've gotten very handy since The Silver Seed opened. With a food truck, anything can break at anytime, and you have to be able to fix it on the spot," he says. Now that he has a larger support team in his full-service restaurant, he does not fix everything, but he still has an arsenal of handy skills, just in case he needs to leap into action: "That skillset definitely helps in a restaurant, where every dollar counts. Being able to solve problems without having to pay top dollar, makes our sustainability that much more achievable."

Both Andrés and Smith jumped into unfamiliar territory with their most recent restaurant openings. While Smith has not had years of managing a number of restaurants, his experience running the food truck taught him how to manage a team, how to create foot traffic, and how to serve delicious, local food. These three skills that have been crucial to The Gold Leaf's success. Though Andrés does have experience managing restaurants, opening a new restaurant concept is no easy feat, and neither Andrés nor Smith shy away from trying something new, and so far, their prior experience in the restaurant space has helped make their new restaurant concepts a success.

Today's fluidity in the food industry is something that will continue to be present in the landscape, chefs can present and utilize their skills in a number of different settings. This in turn means that the number of dining options will continue to expand, definitely a more competitive setting for chefs, but it's music to the ears of every curious foodie—the culinary world is a playground that we get to explore.



TEAM LIPMAN IN PICTURES

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!



Sarah Cullin
Sales
North Carolina



Chance Singletary
Sales
Florida



Larry Moss
Farm 15 Manager
Duette, FL



Noel Rodriguez and
Dr. Elizabeth Malek
Crop Scouting &
Information
Florida



Pedro Campos
Farm 8 Manager
Immokalee, FL



PRODUCE BAROMETER

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



SEPTEMBER CALENDAR

All Month

National Courtesy Month

September 5th

National Cheese Pizza Day

September 7th

National Acorn Squash Day

September 9th

National I Love Food Day

September 10th

Grandparent's Day

Hendersonville, NC Weather

Fri Sep 1	Sat Sep 2	Sun Sep 3	Mon Sep 4	Tue Sep 5	Wed Sep 6
73°F	73°F	77°F	79°F	81°F	73°F
61°F	57°F	59°F	63°F	63°F	48°F
SE 10 MPH	SW 9 MPH	NW 5 MPH	NNW 4 MPH	VNNW 6 MPH	VNNW 5 MPH
Precip 80%	Precip 40%				Precip 60%

NEWS IN THE GROCERY TRADE

Grocery Among Fastest Growing Retail Segments

www.progressivegrocer.com, August 30, 2017

According to a new report from global research and advisory firm IHL Group, U.S. retailers are opening 4,080 more stores in 2017 than they're closing and plan to open an additional 5,500 next year. The report, "Debunking the Retail Apocalypse," identified grocery retailers as among the three fastest-growing core retail segments, with 674 stores expected to open.

The other two fastest-growing core retail segments, the report found, were mass merchandisers such as off-price retailers and dollar stores, with 1,905 stores expected to open, and convenience stores, with 1,700 stores. IHL's research reviewed 1,800-plus retail chains with more than 50 U.S. stores in 10 retail vertical segments. The firm discovered that for every chain with a net closing of stores, 2.7 companies showed a net increase in store locations for 2017.

"The negative narrative that has been out there about the death of retail is patently false," asserted Greg Buzek, president of Franklin, Tenn.-based IHL. "The so-called 'retail apocalypse' makes for a great headline, but it's simply not true. Over 4,000 more stores are opening than closing among big chains, and when smaller retailers are included, the net gain is well over 10,000 new stores. As well, through the first seven months of the year, retail sales are up \$121.6 billion."

Other research has pointed to the overall decline of grocery stores, at least in their traditional form, in favor of niche concepts and ecommerce solutions.

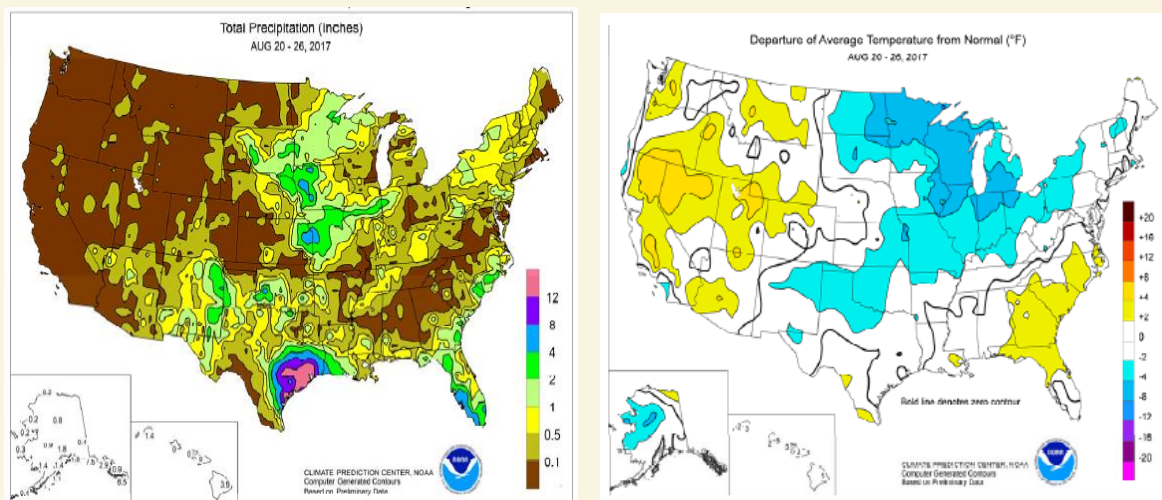
Additional findings from IHL's report include:

- The total net increase of stores for 2017 is 4,080, including retail and restaurants. Core retail segments will see a net gain of 1,326 stores, while table-service and fast-food restaurants will add a net of 2,754 locations. In total, chains are opening a net 14,239 stores and closing 10,123 stores.
- 42 percent of retailers have a net increase in stores, only 15 percent have a net decrease, and 43 percent report no change.
- Specialty apparel retailers are experiencing the largest number of closings, with a net loss of 3,137 stores. However, for every chain closing stores, 1.3 chains are opening new stores.
- Just 16 chains account for 48.5 percent of total number of stores closing. Five of these chains – Radio Shack, Payless Shoesource, Rue21, Ascena Retail and Sears Holdings – represent 28.1 percent of the total store closures.

"Without question, retail is undergoing some fundamental changes," added Buzek. "The days of 'build it and they will come' are over. However, retailers that are focusing on the customer experience, investing in better training of associates and integrating IT systems across channels will continue to succeed."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

Half of Millennials Choose Physical Stores First

By: Gina Acosta, www.retailleader.com, August 23, 2017

Millennials may be digital natives, but they also enjoy shopping at brick-and-mortar stores, according to a survey from SmarterHQ.

As retailers adapt to the increased use of digital and online shopping methods, many companies have shifted their omnichannel marketing efforts to focus heavily on the online shopper, especially for the younger, more tech-savvy millennials.

But according to a new report from SmarterHQ, a multichannel behavioral marketing platform, 50% of millennials actually prefer shopping in-store – meaning some retailers may be missing the mark in engaging this 80 million strong demographic.

“While we’re seeing much more mobile traffic than we ever have in previous years, especially with the younger buyer, our survey found that brick-and-mortar is alive and well with millennials, and the need for a strong, well-executed and cohesive omnichannel presence beyond online is key when capturing millennial spend,” said Michael Osborne, CEO of SmarterHQ. “Another finding that stood out was that while security may be a concern with older shoppers, 70% of millennials are actually comfortable with retailers tracking their purchasing and browsing behaviors, if it means they’ll receive more relevant communications. This further emphasizes the need for strategic personalization, in an industry still plagued by mass marketing techniques.”

Additional survey findings retail executives and marketers should keep in mind when targeting millennials include:

Millennials are distracted: 95% of this demographic are doing other things while shopping, including working, watching TV, or talking to friends. Real-time, personalized communications can break through the distractions.

Don’t bombard millennials with marketing tactics: 74% of millennials said they are frustrated with too many marketing communications, and the majority prefer 1-3 marketing emails per month. Quality not quantity – with relevant content – will make those emails truly count.

Brand loyalty is limited: Only 6.5% of millennials respondents considered themselves brand loyal, however, those who prefer personalized communications have a 28% higher brand loyalty than those who do not.

Personalized emails trump batch and blast: 70% of millennials are frustrated by brands sending irrelevant emails, and prefer to receive personalized emails offering certain info like sale notifications for previously carted items, sale notifications for previously browsed items or categories, and recommended products based on their interests.

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<p>MARK YOUR CALENDAR PACK YOUR BAGS!</p> <p>September 28-30, 2017 SEPC's Southern Innovations Organics & Foodservice Expo Westin Hilton Head Island Resort Hilton Head Island, SC www.seproducecouncil.com Lipman will be at Booth 109- stop and see us!</p> <p>October 19-21, 2017 PMA Fresh Summit Convention & Expo Ernest N. Morial Convention Center New Orleans, LA www.pma.com/events/freshsummit Join Team Lipman at Booth #219!</p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p>  <p>Visit our website... www.lipmanfamilyfarms.com</p> <p>Follow us</p> <div>     </div> <p>Questions or comments about the newsletter? Contact: joanna.hazel@lipmanproduce.com</p>