

# On The Horizon

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## Market Update

**Tomatoes:** With heat early in the season, Florida's round and roma crops have matured quickly and are running small on size. Grape tomatoes have been very plentiful as plantings were harvested ahead of schedule. Now, volume is a bit lighter as we wait for plantings to get back on track. Ruskin/Palmetto continues to be the primary area of production this week. Quality is good, despite the weather challenges that the fruit has faced.

Baja and Central Mexico persevere during the seasonal volume decline of Fall crops but are still crossing fruit. Baja's rounds and romas are sizing down and many lots are light in color. Farms in the western part of Mainland Mexico are just starting to cross romas and expect to increase volume over the next few weeks. Rounds will follow toward the end of the month. Grapes are available in Baja, Central Mexico, and the Sinaloa area with the best quality from the Central region. Sinaloa is beginning to ramp up volume and should continue to increase although quality is mixed on this week's lots.

**Bell Peppers:** There are a few bells left in the Plant City area, but most of the East's peppers are coming from South Florida. There are some bruising reports as a result of previous rains, but expect quality to improve as the weather does. As for the West, markets are pulling from the Sonora area with no concerns. Production is beginning the transition from Sonora to Sinaloa, where we expect good availability for the holiday.

**Green Beans:** The Guasave area in Mexico is crossing steady volumes of nice-quality beans this week. Culiacan is now adding to the mix as they have started with light volume and expect to increase over the weekend. The East is seeing

lighter than usual bean volumes from the Homestead and Lake areas due to rain and disease pressure on the plants. Volume should pick up in January, when new crops and plantings emerge.

**Cucumbers:** Eastern markets are working with light cucumber supply from Florida and are looking for offshores to start the week of December 13<sup>th</sup>. Cuc production is slow to start in Sinaloa as they've seen cooler temps and little sun. Expect better production when the region sees more temperate weather.

**Summer Squash:** Cool and wet weather has hampered squash availability in both Mexico and Florida. Florida's crops should begin to increase as the weather improves. Three areas in Mexico are in very light production this week. We expect volume to increase when Los Mochis gets further into its new crops and Guasave begins new blocks.

**Eggplant:** Quality and supply of eggplant is good throughout the country.

**Chili Peppers:** Florida has solid volumes of jalapenos and smaller numbers of specialty peppers to ship this week. Quality has been very nice so far. In Mexico, both Sinaloa and Sonora are up and rolling. Volume is just beginning to increase, particularly on jalapenos and serranos. Poblanos and habaneros are short on supply but should improve over the next few weeks.

**Hard Squash:** Most storage crops of hard squash have been depleted in the East. There's light volume coming out of Florida to meet market demand. The West is pulling hard squash from the Sonora area, where quality is good but sizing is skewed toward medium and smaller fruit.

## Transportation Facts

\*The National Diesel Average dropped \$.02 this week and now comes in at \$2.42 per gallon.

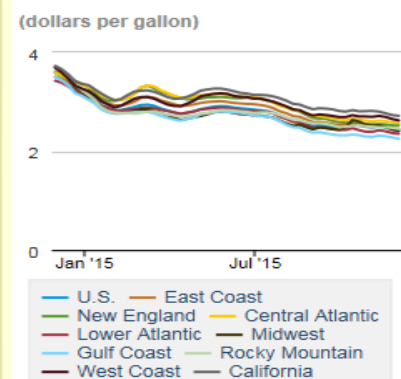
\*The average price for a gallon of diesel fuel is \$1.18 lower than the same time last year.

\*Fuel prices decreased in all reporting areas this week except for New England, where the price remained steady. The most notable drop came from the West Coast, where a gallon of diesel fell \$.04.

\*California reported the highest-priced diesel fuel of the week at \$2.71. The cheapest fuel in the nation is in the Gulf Coast area at \$2.25.

\*The WTI Crude Oil Price dropped 4.3% this week, moving from \$41.75 to \$39.94 per barrel.

### On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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## An Apple a Day YOUR HEALTHY HOLIDAY SURVIVAL GUIDE

By: Keri Gans, [www.usnews.com](http://www.usnews.com), December 2, 2015

Thanksgiving is now behind us and with that, the holiday season officially begins. For many of my clients, this means the start of holiday madness. On the one hand, office parties, celebrations with friends and traveling to visit family can be festive and a lot of fun. On the other hand, the season can be stressful – especially if you are trying to stick with a healthy eating plan.

Sure, I could remind you that the holidays are really just three days – Thanksgiving, Christmas and New Year's Day – and that on those days, you can eat whatever you want. Yep, who cares? But truth be told, that's not going to work for most of you since the problem isn't the actual meal on the holiday (though it does contribute a little) but what's happening in between. So to help keep you on track, I have created a holiday survival guide for three common seasonal scenarios. Use it and good health – and good tidings – will follow.

### The Scenario: The Office Party

**\*Keep your alcohol in check.** Besides the added calories – which, remember, you are supposedly watching – no one wants to be the trending topic at the water cooler the next day. Slow yourself down with glasses of water between cocktails. Leave the eggnog behind and stick with wine, beer or drinks made without any juice or added sugar. If you know favorite alcoholic beverage goes down like water, switch to something a little stronger that paces you naturally. Scotch on the rocks, anyone?

**\*Buy a new outfit.** Nothing like a brand new, perfectly-fitting dress to make you not want to overeat – especially if you didn't buy it on sale. Same goes for a brand-new suit that fits like a glove, top button just so. You don't want to have to squeeze

into your new outfit on the day of the party or have it hang in your closet afterward with your other "skinny" clothes.

**\*Mingle, mingle, mingle.**

Chatting with people is what a party should be about. You should be busy creating delightful conversations and networking – not chewing and talking with your mouth full.

**\*Wear comfortable shoes.** This advice is shocking coming from me – Miss "I love stilettos" – but the longer you can stand and mingle or dance, the less likely you'll be to hit the buffet.

### The Scenario: Happy Hour or Dinner Out

**\*Limit alcohol (again).** This time, instead of only being concerned about being the trending topic at the office, you must remember that calories from alcohol definitely add up – and rather quickly. Try to keep to a one drink limit per get-together.

**\*Know your weakness.** Bread? Dessert? Alcohol? As much as I want to say you can have all three, it's not a good idea if you're watching your weight. Make a decision on which indulgence you truly can't do without and enjoy only that one. **\*Choose your weapon.** And by "weapon," I mean healthy meal components. Being mindful when ordering can definitely come in handy. Veggies? Yes, please. Piece of fish? Don't mind if I do. Water? Keep it pouring. Cheeseburger with fries? Maybe next time.

**\*Be the leader.** If possible, choose the place to meet up with your friends so you know the menu options. And remember, it's really more about the celebration with friends than the food.

### The Scenario: Traveling Home

**\*Go food shopping.** Many of my clients complain that when they get to their destination, not

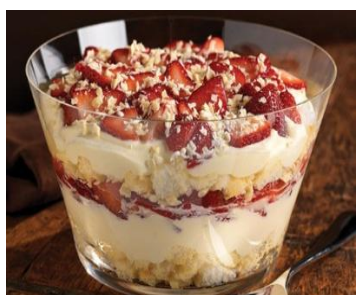
a single piece of produce can be found in the house. The answer? Go get some. However, if this strategy is going to create a family feud, simply take a deep breath and let it go. It's only for a little while, right?

**\*Come prepared.** So maybe food shopping is out of the question, but who says you can't pack some of your go-to foods and bring them with you? Obviously, this technique is harder if you're traveling plane, but it's not totally impossible. Almonds, snack bars low in sugar and high in fiber, nut butters and 100 percent whole-grain crackers are all easily portable. Besides, if you show up with a bag of clementines, I don't think anyone will be annoyed.

**\*Offer to cook.** I don't know about your family, but when someone offers to help me out in the kitchen, I welcome them with open arms. There must be one meal you know everyone will enjoy. Prepare it the way you like – veggies and all. Who knows? It just might be a hit.

**\*Pack your sneakers.** Sure, you might not be able to fit it your usual workout, but nothing should stop you from lacing up a pair of kicks and going for a walk – or two.





## LIPMAN CELEBRATES From the Kitchen of Lisa Hampton

*There's no better way to celebrate the upcoming holidays than with a good meal between family and friends. This season, we'd like to invite you into the kitchens of some of Lipman's own as they share their favorite holiday traditions and foods.*

**Lisa Hampton**- Customer Service Analyst

**Lipman Location**- Clarksville, AR

**Holiday Traditions**- Every year I wrap each child's gifts in a single wrapping paper with no name tags, so that only I know who they belong to. This is a lot of fun for me and it keeps peace between the kids as they snoop under the tree. We always open one present on Christmas Eve, which is pajamas- so everyone looks nice on Christmas morning!

**Recipe Notes**- This family favorite came about when I was randomly trying new recipes. This is a light desert, which is perfect after a big holiday meal. And, it is even better the next morning for breakfast!

### TWISTED STRAWBERRY SHORTCAKE

- 2 pkg (3.4 oz) Jello Vanilla Instant Pudding
- 1 qt (4 cups) cold milk
- 2 cups thawed Cool Whip Whipped Topping
- 1 angel food cake- store bought or homemade- cut into cubes
- 1/3 cup orange juice
- 3 cups sliced fresh strawberries
- 5 oz grated white chocolate

Beat pudding mixes and milk in large bowl with whisk for 2 minutes. Gently stir in Cool Whip. Place cake cubes in large bowl. Drizzle orange juice over cake, then toss to coat. Place half the cake cubes in deep glass serving bowl; over with layers of half each of the pudding mixture, strawberries, and chocolate. Top with layers of remaining cake cubes, pudding, strawberries and chocolate. Refrigerate at least 30 minutes before serving. Store leftovers in the refrigerator.

### PRODUCE BAROMETER

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

### December Calendar

**All Month**  
Stress-Free Family Holiday Month

**First Full Week**  
Hand Washing Awareness Week

**December 6<sup>th</sup>**  
Microwave Oven Day

**December 9<sup>th</sup>**  
Official Lost & Found Day

### Immokalee, FL Weather

Fri Dec 4	Sat Dec 5	Sun Dec 6	Mon Dec 7	Tue Dec 8	Wed Dec 9
75° F	79° F	81° F	79° F	75° F	75° F
68° F	70° F	68° F	61° F	59° F	63° F
NE 15 MPH	NE 17 MPH	ENE 16 MPH	N 8 MPH	NNE 11 MPH	NE 11 MPH
Precip 100%	Precip 40%	Precip 40%	Precip 40%	Averages	Averages
79° F/55° F	79° F/55° F	79° F/55° F	79° F/54° F	79° F/54° F	79° F/54° F





**Restaurant Industry News**  
**TWITTER BOOSTS CONSUMER ENGAGEMENT BEYOND SOCIAL MEDIA**

By: Nicole Duncan, [www.qsrmagazine.com](http://www.qsrmagazine.com) , December 3, 2015

In recent years restaurant operators have adapted their social media strategy as the benefits of platforms like Twitter and Facebook become more apparent. While some brands may have initially balked at social media as a viable way to engage consumers, many chains now dedicate considerable resources to this area. New data from Twitter shows that the results of their efforts are quite fruitful.

“We know that food has always been a hot topic on Twitter,” says Christine Cuoco, director of industry marketing at Twitter. “What’s nice, especially with dining brands, [is that] we’re often able to help clients catch consumers when they’re in that moment of thinking about their next meal.”

Twitter partnered with market research firm DB5 to conduct a 15-minute online survey of 2,000 Americans ages 13 and older; half were Twitter users who signed into at least once a month and the other half were nonusers. Dining enthusiasts—users who had downloaded at least one mobile dining app—were almost 50 percent more likely to download dining apps of both restaurant brands and third-party ordering services like Seamless than consumers who did not use the platform. What’s more: Those same consumers spent 45 percent more money on such apps.

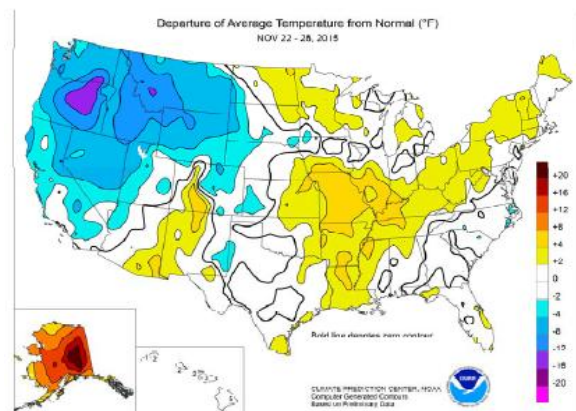
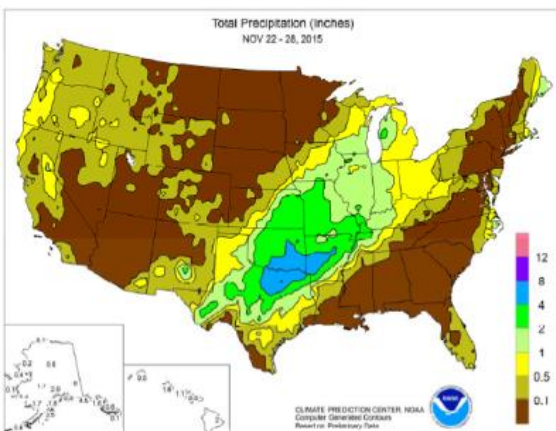
Cuoco says that regardless of size and category, brands that succeed in Twitter engagement and customer conversion share a few key traits. “Knowing your voice is very important, no matter whether you’re a large or small brand. We see brands who find their voice and consistently use it on the platform achieve success regularly,” she says. “What’s fun is to see brands who are being true to themselves and their marketing strategies but in super-creative ways to live their brand on Twitter.

Beyond creating brand buzz, operators can be proactive in converting those Twitter followers to app users. Operational efficiencies aside, Twitter’s findings also indicate that dining enthusiasts prefer apps: 58 percent said mobile dining apps were easier than using the mobile dining websites and 56 percent said they would rather order through an app than over the phone.

Cuoco says brands that wish to boost their Twitter engagement should stay true to their marketing strategy, be consistent, and take advantage of certain assets, namely appetizing imagery.

“Another thing that works very well—and I think is natural in this industry—is the use of visuals,” Cuoco says, adding that it could be Vine videos, animated GIFs, or photos. “We all know how much people love to pull out their phones at restaurants and take pictures. ... Brands can take complete advantage of and even use user-generated content in their campaign

**NATIONAL WEATHER SPOTLIGHT**  
**Weekly Precipitation and Temperature Deviation**





**Keep Your Eye on the Consumer  
TOP 10 FOOD TRENDS IN SPECIALTY FOOD FOR 2016**

[www.yahoo.com](http://www.yahoo.com), December 2, 2015

NEW YORK/PRNewswire/ -- Move over meat. Vegetables will get a seat at the table in 2016, rejected produce will find new life, and fat will look good again. These are some of the trends predicted for 2016 by the editors of *Specialty Food News*, the daily newsletter from the Specialty Food Association.

The \$109 billion specialty food industry is driven by innovation and small-batch production. Fifty percent of consumers purchase specialty food and those numbers are expected to rise in 2016, according to Association research. "Health and convenience come across loud and clear in 2016's trend forecast," says Denise Purcell, head of content for the Specialty Food Association. "Consumers gravitate toward simpler foods and beverages, often sustainable and local, and they respond to products and new store formats that make their lives easier. But, while they may want their food simpler, they don't want it boring. There's always room for indulgence and new taste adventures."

The predictions:

Vegetables Take Root

Vegetables are getting new respect, and will crop up more in teas, yogurts, and ice-cream. Seaweed is set to soar.

Fresh Florals

Flower power will be evident in chocolate, cheese, snack foods, carbonated water, and an expanding variety of teas.

Food Waste Face-Off

Food retailers, foodservice establishments and food makers will looking for more creative solutions to combat food waste.

Local Love

Locally sourced meats, seafood and produce will continue to attract attention from consumers who demand to know where their food comes from.

Fungi Frenzy

The humble mushroom is now at the intersection of several trends—vegetables, umami and foraging.

Snack Appeal

Snacks have new status as healthy options for meal replacements that appeal to solo diners, busy parents and even their kids.

Fat is Back

Full-fat products once deemed forbidden are back in style from milk to butter to red meat.

Convenient Shifts

Food retailers large and small are testing new strategies to lure in consumers who are looking for the best in their food and willing to pay.

Supermarkets for Super Health

Expect more supermarkets touting themselves as wellness centers with dieticians on staff, blood sugar testing, and nutrition classes.

The Latin Kitchen

From bottled gazpacho to renewed relations with Cuba, Latin American cuisine is gaining fans from food halls to high-end eateries.

<p><b>Mark Your Calendar &amp; Pack Your Bags</b></p> <p>March 29<sup>th</sup>-31<sup>st</sup>, 2016  <b>Restaurant Franchising &amp; Innovation Summit</b>                  The Highland Dallas                  Dallas, TX  <a href="http://www.franchisinginnovation.com">www.franchisinginnovation.com</a></p>  <p>April 5<sup>th</sup>-6<sup>th</sup>, 2016  <b>PMA Fresh Connections</b>                  Venue- TBA                  Philadelphia, PA  <a href="http://www.pma.com/events">www.pma.com/events</a></p>	<p><b>Created By</b></p>  <p><b>For Our Valued Customers</b>  <i>Visit our websites...</i>  <a href="http://www.lipmankitchen.com">www.lipmankitchen.com</a>  <a href="http://www.lipmanproduce.com">www.lipmanproduce.com</a></p> <p>Follow us on Facebook, Twitter and Instagram!</p> <p>Questions or comments about the newsletter?                  Contact : <a href="mailto:joanna.hazel@lipmanproduce.com">joanna.hazel@lipmanproduce.com</a></p>
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