



MARKET UPDATE

Tomatoes: With Ruskin/Palmetto at the end of its crops and the Immokalee area's hurricane-related delay in harvests, we are coming into the most challenging two weeks of the year for Eastern tomatoes. Next week's round and roma harvests will be very limited as Immokalee farms begin by picking through plantings that incurred storm damage. Crops that were replanted post-hurricane are on tap to harvest the week of the 18th, but significant volumes aren't expected until January. Although grape tomatoes rebounded slightly this week, volumes will tighten up again before improving after Christmas.

The tomato scene has also tightened up in Mexico. East Mexico and Baja, already in their seasonal declines, are expecting cold weather which will slow down/limit remaining production and sizing. Culiacan farms project limited harvests to begin mid-December but won't be running seasonal volumes until January. Grape tomato availability continues to be light, with limited but steady numbers crossing through Texas and Nogales still waiting for crops to really get going in earnest.

Bell Peppers: Bell pepper numbers are showing slight improvement out of Florida as a few more growers begin harvesting. Since most farms are in crown picks, XL and smaller sizing are in short supply. Look for a gradual volume increase and more sizing options over the next two weeks. In the West, California desert farms are still hanging on, but fruit quality is getting weaker. Mexico is beginning to see increases in volume and sizing with excellent quality.

Cucumbers: Cucumbers are readily available in both the East and West this week. Eastern markets are seeing good quality and color from Florida farms and are also beginning to see more product import from Honduras. Cucumbers are still plentiful in Mexico, but we could see less product in 10-14 days as

growers opt not to treat mildew concerns and walk away from fields due to depressed markets.

Summer Squash: Squash is available from growing areas throughout Florida. Volumes have been strong, but we could see them firm up as low markets drive growers with older fields out and this weekend's cool temperatures slow things down a bit. Quality has been mostly good, but there are scarring and scuffing concerns on yellow. New growing areas in Mexico (Guaymas, Guasave, & Guamuchil) have begun and expect to have solid volumes for the next few weeks.

Green Beans: Homestead and other areas in South Florida have plenty of green beans to offer the market this week and quality is very nice. Western markets also have good supply available with the product coming from Guasave and Culiacan Mexico.

Eggplant: Early eggplant harvests in Florida have been light, but quality is very nice. More volume is on its way, but could be slowed by some cooler weather over the weekend. With the California desert finished for the season, Western eggplant has shifted to a Mexican deal. Supply is plentiful and quality is beautiful.

Hard Squash: Lingering storage crops from the Northeast and Georgia are still hitting the road, but quality is suspect. Light volumes are coming from new crops in Florida where quality has been fairly nice so far. Mexico's farms in the Sonora area are peaking on hard squash harvests. Overall quality has been nice with good size and strong walls, but there are spotting concerns on acorn and scarring on spaghetti.

Chili Peppers: With both Sonora and Sinaloa in peak harvests, chili pepper availability and quality are strong this week. Poblanos are the only item that has a weaker supply and that's due to lighter plantings. Minimal chili pepper volumes are available from Plant City and South Florida as well.

TRANSPORTATION FACTS

*The National Diesel Average dropped slightly this week, moving from \$2.93 to \$2.92 per gallon.

* The average price for a gallon of diesel fuel is \$.44 higher than the same time last year.

* Prices declined in all reporting areas except New England (up \$.02) and the Gulf Coast (up less than \$.01).

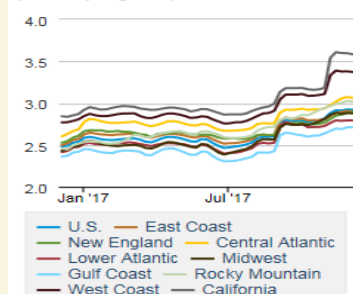
*As usual, California is the high price leader for diesel fuel at \$3.59 while the Gulf Coast region continues to offer the best bargain at \$2.71 per gallon.

*The WTI Crude Oil price dipped less than 1% this week, moving from \$57.99 to \$57.62 per barrel.

*Central and South Florida report a surplus of transportation but most other areas, including Mexico crossing points, do not have enough trucks to meet demand. Look for the new DOT regulations to have a significant impact on transportation supply.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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NEWS IN THE GROCERY TRADE

Grocers' Mobile Apps Need to Do More: Survey

By: Randy Hofbauer, www.progressivegrocer.com, November 30, 2017

Although some grocers continue to add bells and whistles to their own mobile apps, consumers generally use them for three basic reasons: reward points and coupons, price checks and in-store guidance. But new research from *Progressive Grocer* shows that consumers are desiring more functionality and innovation in this area.

A survey developed by *PG* and fielded by Fayetteville, Ark.-based market researcher Field Agent found that along with their desires for grocer-owned apps, smartphone users especially want personalization: Nearly six in 10 (58 percent) want apps to let them choose reward types; three in 10 (32 percent) want games for winning points and/or rewards; and roughly the same number (30 percent) want personalized offers delivered to them when entering departments or aisles.

Looking at what they want added to grocers' apps, the survey made it clear that men and women typically use them for different reasons. For instance, women are interested in rewards, with 62 percent (versus 50 percent of men) wanting to choose reward types, and 35 percent (versus 25 percent of men) wanting games to win points redeemable for discounts and prizes.

Men, meanwhile, are more interested in increased connectivity in the store: Some 38 percent want to scan and pay for products as they shop, 24 percent want to scan products for more info, and 13 percent want to interact in real time with store associates.

But just as men and women differ here, so do Millennials and older generations. For instance, Millennials desire apps to warn them if a product they scan with their phone contains potential allergens. This corresponds with the fact that Millennials have grown up with an increasing prevalence of food allergies.

Further, as a generation that grew up playing video games – and often still does so – Millennials are more likely to want gamification in grocers' app, such as games that let them win points and/or rewards (36 percent, versus 29 percent Gen X and 24 percent Boomers), as well as ones that entertain kids while shopping (7 percent, versus 3 percent Gen X and 1 percent Boomers). The latter stat corresponds with the rising number of Millennial parents – in fact, Millennial women accounted for 82 percent of U.S. births in 2015, according to Pew Research Center.

The research also pulled some interesting takeaways regarding how different demographics currently use these apps, noting that:

****Among users, people would rather order groceries for click-and-collect (20 percent) than for delivery (9 percent)**

****Women plan ahead: 42 percent (versus 38 percent of men) use apps to check product prices before shopping**

****Men make plans in-store: 43 percent (versus 28 percent of women) use apps to check prices while shopping, and 30 percent (versus 26 percent of women) to locate products in-store**

****About one in five Millennials uses Amazon's app to purchase groceries, double the number of Boomers who do the same**

****About one in five Millennials uses grocers' apps as mobile wallets at register, double the number of Boomers (one in 10) who do the same**





LIPMAN RECIPE CONTEST

Thanks to Lisa Hampton of the Lipman Arkansas team for sharing her delicious recipe for Cheesy Green Beans. She is now eligible to win the December Grand Prize!

Cheesy Green Beans

2 lbs fresh green beans, cleaned with ends removed
 ½ cup heavy cream
 2 cloves garlic, thinly sliced
 1 cup shredded mozzarella cheese
 2/3 cup freshly-grated Parmesan, plus more for garnish
 Kosher salt
 Pinch of red pepper flakes
 2 tsp lemon zest

Preheat the oven to 400 degrees. Place green beans into a shallow Baking dish or skillet. Pour cream over beans and scatter garlic. Season with salt and red pepper flakes.

Sprinkle with mozzarella and Parmesan and bake until beans are tender and cheese is melted, 25-30 minutes. If desired, broil until cheese is browned. Garnish with more Parmesan and serve.



Here's how to enter: If you have a vegetable-oriented favorite dish that your family and friends expect to see on your holiday table, please send the recipe to joanna.hazel@lipmanproduce.com. A grand prize winner will be selected each month with the winner receiving a Lipman "bag of swag" and a gift card!! Here are the rules:

1. This contest is open to all customers, partners and employees of Lipman.
2. One recipe will be published each week, with the monthly winner being chosen from the weekly winners.
3. To be considered for each week's selection, please submit your recipes by Tuesday EOB.
4. Recipes should include or feature at least one Lipman item. With so many tomatoes and vegetables to choose from, that should be easy!
5. Winning recipes will be chosen based on several criteria including: originality, use of Lipman products, flavor profile, and presentation.
6. Submit a picture of the finished product with your recipe for bonus points!

PRODUCE BAROMETER

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



DECEMBER CALENDAR

All Month

Food Service Safety Month

December 12th

Hanukkah Begins

December 13th

National Cocoa Day

December 15th

National Ugly Christmas
Sweater Day

Immokalee, FL Weather

Fri Dec 8	Sat Dec 9	Sun Dec 10	Mon Dec 11	Tue Dec 12
80° F	65° F	65° F	68° F	72° F
57° F	47° F	46° F	50° F	59° F
S 7 MPH	NNV 10 MPH	N 11 MPH	N 7 MPH	N 7 MPH
Precip 50%	Precip 70%			

KEEP YOUR EYE ON THE CONSUMER

Shifting Consumer Needs are Shaping Eating Patterns

www.theproducenews.com, December 1, 2017

Shifting consumer attitudes, behaviors and demographics; an evolving marketplace with ongoing channel and digital disruptions; and increasing competition for consumer mindshare and dollars are changing the playing field for food companies and foodservice operators, according to The NPD Group. The key shifts are how consumers shop, define convenience, use restaurants and foodservice outlets, and personalize health and wellness, according to NPD's recently released Eating Patterns in America report.

"Consumer eating attitudes and behaviors are evolving in ways that transform long-standing consumption patterns. Shifting demographics, changing meal composition, more fresh foods, and new attitudes on beverages all create challenges for growth," said David Portalatin, NPD vice president, industry analyst and author of Eating Patterns in America. "Today's macro environment isn't generating organic growth for the food and foodservice sectors so we're dealing with a 1 percent world."

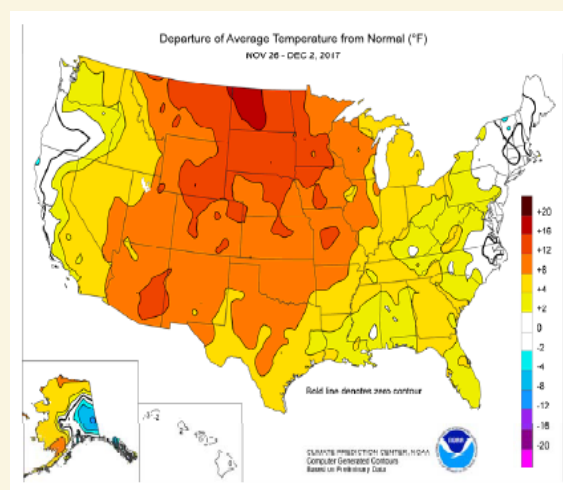
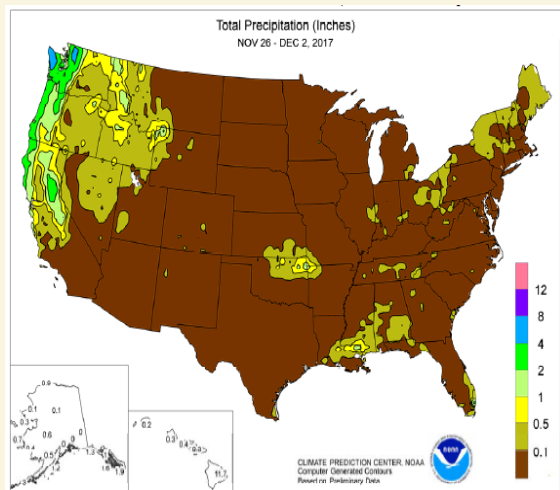
In addition to changing consumption patterns, consumers are also making fewer visits to restaurants, opting to stay at home or spend their money on experiences or something else. As a result restaurant visits declined for the last several quarters, but evidence of the country's stay-at-home culture is that foodservice delivery is growing.

Among the top factors contributing to the shifts in consumption are the attitudes and behaviors of two largest generational groups, baby boomers and millennials. Millennials have now surpassed boomers in numbers but boomers remain a large population and their behaviors still have a significant influence on the marketplace. For example, as boomers age they use restaurants less and their cutback has resulted in 292 million fewer restaurant visits per year. Like the boomers did before them, millennials, a generation strapped by sizeable student debt and other committed expenses, are agents of marketplace change as they move through their life stages. They continue to influence the food and restaurant industries with their want of authenticity, fresh and social consciousness.

"Although the food and foodservice industries are in a stalled growth mode, there are still pockets of growth," said Portalatin. "To grow in these challenged markets will require renovation by some, reinvention by others, and by many a deeper understanding of what consumers really need and want."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



RESTAURANT INDUSTRY NEWS

NRA's Hot Trend Predictions for 2018

By: Bret Thorn, www.restaurant-hospitality.com, December 5, 2017

In 2018, American kids will be eating a wider range of foods and grown-ups will be swapping out carbs for vegetables and eating heritage breeds of meat with uncommon herbs, according to chefs polled by the National Restaurant Association.

In its annual What's Hot survey, the NRA asks members of the American Culinary Federation to rank a long list of items as either a "hot trend," "yesterday's news" or "perennial favorites."

New cuts of meat ranked in first place, same as last year, followed by house-made condiments, which leapt five places to second. Street-food-inspired dishes, ethnic-inspired breakfast items and sustainable seafood rounded out the top five. They all scored in the top six last year, with ethnic-inspired breakfast jumping up two spots to fourth.

Healthful kids' meals fell three places to sixth, but gourmet items in kids' meals moved up two spots to 18th and ethnic-inspired kids' dishes joined the top 20 trends for the first time at 16th place.

Other newcomers are vegetable carb substitutes (think riced cauliflower and parsnip purée), uncommon herbs (thank the New Nordic movement for this, with ingredients such as yarrow and stinging nettle), Peruvian cuisine, heritage breed meats, Thai rolled ice cream (ice cream base poured on a super-chilled "anti-griddle," frozen and rolled into a tight cylinder), doughnuts with nontraditional filling and ethnic condiments (such as Sriracha, gochujang and chimichurri).

Doughnuts with nontraditional filling is the fastest-growing trend: More chefs voted for it this year compared to last year than any other trend. It was followed by ethnic-inspired kids' dishes, farm/estate-branded items, heritage-breed meats and Peruvian cuisine.

Conversely, the items whose trendiness is cooling off fastest are artisan cheese, heirloom fruit & vegetables, house-made charcuterie and house-made/artisan ice cream.

In terms of nonalcoholic beverages, the hottest trend was house-made or artisanal soft drinks. Of the 700 chefs surveyed, 56 percent said it was hot. Next came cold-brew coffee, gourmet lemonade and locally roasted/house-roasted coffee, all of which got 55 percent of votes. They were followed by specialty tea (hot and iced), mocktails and kombucha.

Topping trends in alcohol beverages are culinary cocktails — such as those containing savory ingredients, fresh ingredients or herbal infusions. They were followed by locally produced spirits, wine and beer, and then craft or artisan spirits, on-site barrel-aged drinks, regional signature cocktails and food-beer pairings.

<p>MARK YOUR CALENDAR PACK YOUR BAGS!</p> <p>January 25-27, 2018 The Packer's Global Organic Produce Expo The Diplomat Beach Resort Hollywood, FL www.globalorganiceexpo.com</p> <p>April 15-18, 2018 Restaurant Leadership Conference JW Marriott Phoenix Desert Ridge Resort & Spa Phoenix, AZ www.restaurantleadership.com</p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> <p>Visit our website... www.lipmanfamilyfarms.com</p> <p>Follow us</p> <p>Questions or comments about the newsletter? Contact: joanna.hazel@lipmanproduce.com</p>