



## MARKET UPDATE

**Tomatoes:** Florida farms continue to have good numbers available, particularly on round and grape tomatoes. Round availability is heavier to 5x6 and larger sizes, with small fruit being a little short. Roma volumes are steady, but light, as is the norm this time of year. Fruit quality has been very nice on all items. Growers anticipate volumes and quality levels to be steady for at least the next few weeks, barring any major weather events.

Western Mexico's tomato farms are in full production and should offer good availability through the month of February. There have been some concerns with low color at crossing, but the situation should correct itself as warmer weather settles into the area. All varieties are crossing daily and quality is strong.

**Bell Peppers:** Florida's pepper volumes are light but steady. With many farms in new sets and/or early picks, harvests are heavier to larger retail-grade product. Quality is mostly good, but there are some reports of misshapen, scarring, and bruising concerns due to previous weather. Meanwhile, Mexico's production has increased as growers move into new fruit sets. Quality is varied, as product coming from older plantings has thinner walls and lighter color but new crops are yielding beautiful fruit.

**Cucumbers:** Honduras cucumber volumes have increased this week as growers hit a flush. Quality is just average, as growing areas have experienced some wind and rain that have caused scarring and light decay. Mexico farms are crossing strong volumes of cucumbers and expect to have even more available next week due to warmer weather. Quality and condition are good, which may lure Eastern business.

**Summer Squash:** Florida squash harvests are in Winter mode- light but fairly consistent. The big challenge

continues to be with quality, particularly from the Homestead area. Quality may improve somewhat over the next weeks as farms walk away from older fields and move into new plantings. Mexican farms are expecting to continue with good supplies as they cycle into new blocks and enjoy ideal weather in the growing areas. There are also quality concerns from Mexico, but less so than from the East.

**Green Beans:** Florida's bean harvests have picked up the pace slightly with many growers back into volumes that are closer to normal for this time of year. Quality has been nice. Mexico's green bean numbers have been fairly steady but are expected to decrease over the next few weeks as farms move into smaller plantings.

**Eggplant:** Western markets are seeing good supplies of eggplant coming in at Nogales. Steady volumes are expected for the next two weeks. Florida's eggplant crops have finally picked up in production as weather has been consistently warmer. Fruit from older fields has some quality concerns, but that should work its way out of the market as growers move into new fields.

**Hard Squash:** The next wave of hard squash has begun in Mexico which should bring more fruit to the table for both Eastern and Western markets. Quality and color have improved in the new crops. The East is still not seeing much from Honduras aside from a little butternut.

**Chili Peppers:** The theme continues on chili peppers- lots of product from Mexico and minimal volumes out of Florida. All growing areas are going in Sonora and Sinaloa bringing promotable volumes to market on several varieties. Production has dropped off slightly on tomatillos, poblanos, and Anahims but there is plenty available to meet normal market needs.

## TRANSPORTATION FACTS

\*The National Diesel Average rose sharply this week (up \$.045), moving from \$3.03 to \$3.07 per gallon.

\* The average price for a gallon of diesel fuel is \$.51 higher than the same time last year.

\* All ten reporting zones saw price increases with the most significant change in the Midwest (up \$.059 per gallon).

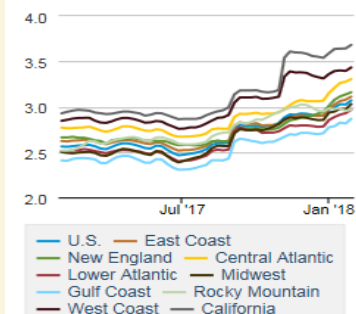
\*California maintains its role as the high price leader for diesel fuel at \$3.68 while the Gulf Coast region continues to offer the best bargain at \$2.87 per gallon.

\*The WTI Crude Oil remained relatively stable over the last seven days, moving from \$64.47 to \$64.73 per barrel.

\*Transportation availability has flip-flopped this week. Now, Central and South Florida are coming up short while Mexico crossing points report adequate numbers of trucks available.

### On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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## AN APPLE A DAY

### Can Chopping Your Vegetables Boost Their Nutrients?

The Conversation- Naurnovski, Georgousopoulou, and Mellor, [www.npr.org](http://www.npr.org), January 25, 2018

We all know eating vegetables is a good way to improve health. And for many years, the focus has been on just eating more vegetables, be it fresh, frozen or canned.

But what if there was a quicker and easier way to get more benefit from our vegetables? Can the way we prepare vegetables boost their nutrition? Does tearing or chopping your lettuce make any difference? And, if we chop, does it matter what type of knife we use?

For a long time, we've believed tearing vegetables, especially salad leaves, is the best way to preserve their nutrients. The idea is that tearing leaves disrupts the cells of the plant less than chopping. Chopping slices straight through cells, allowing their contents to spill out. This means nutrients, especially minerals such as potassium, can leak away. But it's not all bad news for chopping. It has several other effects on vegetables, some of which may be beneficial, at least in theory.

#### Cutting boosts polyphenols

Vegetables contain a wide range of bioactive compounds, a term that extends beyond their nutrients, like vitamin C and potassium, to include the polyphenols.

These compounds are only found in plants and have various roles, including providing color, acting as plant sunscreen against ultraviolet radiation, and giving the plant a bitter taste, which discourages animals from eating it.

Cutting some types of vegetables — notably celery, lettuce and parsnips — can increase their polyphenol content. There is logic in this. Cutting wounds the flesh of the vegetable and it responds by producing more polyphenols, helping defend the vegetable tissue from further damage. Similarly, if a grazing animal tasted these bitter compounds, it may think twice before taking another bite. In theory, higher levels of polyphenols (say, from chopping) are better for our health.

Polyphenols often make up a large proportion of what are described as "antioxidants," which are thought to help support our body's defenses against inflammation.

But there's a complication. After chopping comes enzymatic browning, the same chemical reaction that turns cut apples, potatoes and avocados brown. That's thanks to the enzyme polyphenol oxidase breaking down the polyphenols, the very compounds you're interested in.

#### How about chopping and chilling?

Refrigeration might help slow the rate of this browning reaction and so help preserve the potentially beneficial polyphenol content. This works as the cold temperatures in the fridge slow down the chemical reactions, which normally would break down the polyphenols.

On the face of it, this sounds like a great idea: chop up your vegetables and chill them to slow down polyphenol loss (and to stop color changes associated with enzymatic browning). But the very act of the vegetable producing polyphenols (say after chopping) often involves using up vitamin C. So, nutritionally it could be a case of "robbing Peter to pay Paul," and there may not be any overall benefits.

We also need to look at the actual levels of polyphenol changes brought on by chopping. Although chopping carrots boosts levels by nearly 200 percent, carrots normally contain very small amounts of these compounds to start with.

So, while there may be statistically more polyphenols produced after chopping, practically this increase is largely irrelevant. This is because the quantities in these chopped and chilled vegetables are still only modest, and typically very poorly absorbed.

So, for most people, the key message remains: Keep working toward eating at least five servings of vegetables per day. It is less important if the veggies are chopped or shredded, as any benefits are too small to be significant.

#### Chopping can affect taste and texture

But chopping (and the rise in polyphenols that come with it) can alter a vegetable's taste. This is because polyphenols have a



slightly bitter taste, which not everyone likes.

Chopping can also affect a vegetable's texture, as breaking up the cells releases other enzymes that can cause the structure of the product to break down and become soft and mushy. Refrigeration can slow this effect too.

This is the case with basil, with many recipes recommending tearing rather than chopping or risk bruising the basil as it can alter flavor and texture. The tearing of the leaves seems to damage fewer cells, so lower levels of enzymes are released, and less browning and damage can occur.

#### Can different knives affect polyphenol loss?

There is some suggestion that the type of knife may influence the breakdown of polyphenols and browning. A blunt knife potentially causes more damage to the cells, promoting polyphenol breakdown. So it might be better to use a sharp one.

More significantly, the copper in steel knives can help the polyphenol oxidase enzyme work, causing more rapid browning. So, a ceramic or plastic knife could reduce this effect.

*This story comes to us from The Conversation, an independent source of news and global perspectives from the academic and research community. Nenad Naumovski is an assistant professor in Food Science and Human Nutrition at the University of Canberra, Australia. Ekavi Georgousopoulou is a research associate at the University of Canberra. Duane Mellor is a senior lecturer at Coventry University in London.*

## Veggie of the Week- Snap Beans

### Optimum Temperature

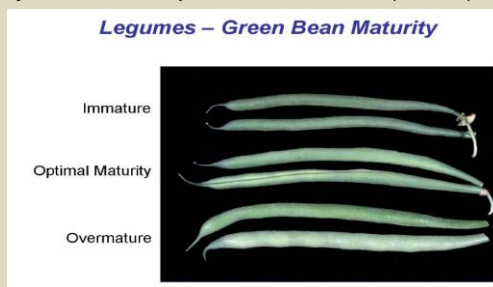
5-7.5°C (41-45°F) Very good quality can be maintained for a few days at temperatures below 5°C but chilling injury will be induced (see Physiological Disorders). Some chilling may occur even at the recommended storage temperature of 5°C after 7-8 days. At 5-7.5°C (41-45°F) a shelf-life of 8-12 days is expected.

Water loss is a common postharvest problem with green beans. About 5% weight loss is needed before shrivel and limpness are observed. After 10-12% weight loss, the beans are no longer marketable. The weight loss of mature green beans can be estimated from the equation: % weight loss per day = 0.754 x vapor pressure deficit. The VPD can be obtained from a psychrometric chart when temperature and relative humidity are measured. The rate of water loss of immature beans is higher than for mature beans.

### Physiological and Physical Disorders

**Chilling injury.** The typical symptom of chilling injury in beans stored <5°C (<41°F) for longer than 5-6 days is a general opaque discoloration of the entire bean. A less common symptom is pitting on the surface. The most common symptom of chilling injury is the appearance of discrete rusty brown spots which occur in the temperature range of 5-7.5°C (41-45°F). These lesions are very susceptible to attack by common fungal pathogens. Beans can be held about 2 days at 1°C (34°F), 4 days at 2.5°C (36°F), or 8-10 days at 5°C (41°F) before chilling symptoms appear. No discoloration occurs on beans stored at 10°C (50°F). Different varieties differ significantly in their susceptibility to chilling injury.

**Freezing injury.** Appears as water-soaked areas which subsequently deteriorate and decay. Freezing injury occurs at temperatures of -0.7°C (30.7°F) or below.



Cantwell, M. and T. Suslow. 1998. Bean, Snap: Recommendations for Maintaining Postharvest Quality. [http://postharvest.ucdavis.edu/Commodity\\_Resources/Fact\\_Sheets/Datastores/Vegetables\\_English/?uid=&ds=799](http://postharvest.ucdavis.edu/Commodity_Resources/Fact_Sheets/Datastores/Vegetables_English/?uid=&ds=799)

## PRODUCE BAROMETER

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



## FEBRUARY CALENDAR

### February-All Month

National Snack Foods Month

### February 2<sup>nd</sup>- 6<sup>th</sup>

Pride in Foodservice Week

### February 5<sup>th</sup>- 11<sup>th</sup>

Just Say No to Power Point Week

### February 9<sup>th</sup>

National Pizza Day

### February 11<sup>th</sup>

International Day of Women and Girls in Science Day

### Estero, FL Weather

Fri Feb 2	Sat Feb 3	Sun Feb 4	Mon Feb 5	Tue Feb 6
78°F	73°F	80°F	79°F	79°F
56°F	59°F	62°F	57°F	61°F
NNE 6 MPH	NE 11 MPH	E 9 MPH	NW 6 MPH	ENE 6 MPH
	Precip 10%	Precip 20%	Precip 30%	Precip 20%



## KEEP YOUR EYE ON THE CONSUMER

### Don't Ignore Generation Z

By: Gloria Dawson, [www.supermarketnews.com](http://www.supermarketnews.com), January 24, 2018

Generation Z, or those born from 1997 to the present, is already impacting the food industry, according to a new report. Make it Happen for Gen Zs was released by the global information company NPD Group who partnered CultureWaves, a firm that monitors emerging consumer behavior trends.

This generation represents 27% of the U.S. population, a larger group than Millennials. Of course, many in Gen Z are still quite young.

While infants are not yet making their own decisions on products and brands to support, “teenagers actually have some spending power behind them,” said Darren Seifer, a food and beverage industry analyst with NPD. “They are forces in the economy.”

Retailers and restaurants don't need to throw out the Millennial rulebook entirely, though. Fresh foods, organics, non-GMOs and clean eating all remain important to Gen Z, in particular the segment of the generation with spending and decision-making power.

“What seemed to be a twist [compared with Millennials] is how they see themselves as brands,” said Seifer. “They seek out products and services that are a reflection of those personal brands.” Remember this generation grew up with the internet. “I think a lot of that has to do with growing up in an Instagram and Facebook world. And people are their own brands online,” he continued. Naturally online word of mouth is a big source of information for this generation.

In addition, label claims and big brands are greeted by a healthy amount of skepticism. Instead, brands should consider what they advocate for, how they pay their employees, and how their company impacts the wider world. “They're concerned with what happens before products hit the shelves,” said Seifer.

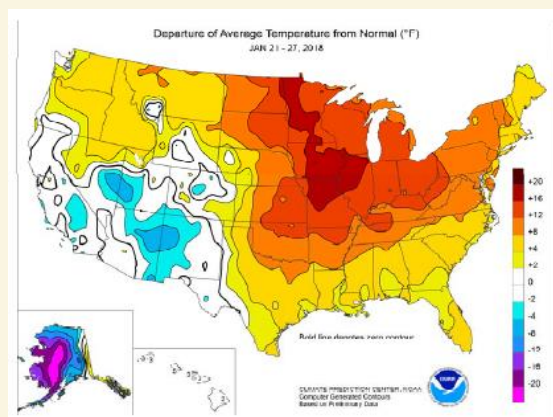
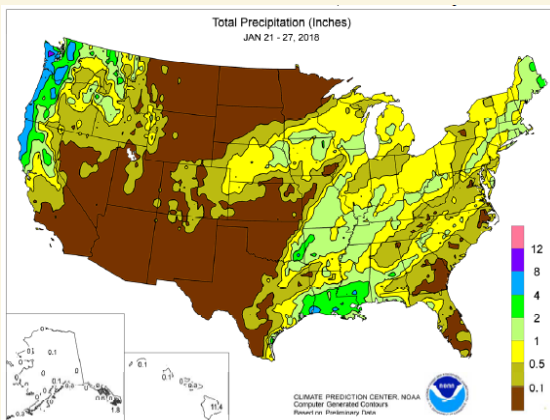
This generation is full of unintentional foodies, according to this study. For this generation, food is more than sustenance – it's something to talk about and celebrate, it's a tool to boost one's health, and it's completely ingrained in their lives. This generation believes that food and food brands will conform to their needs.

Although this generation did not come of age during a recession, they're still money conscious, said Seifer. There's student debt and health insurance to consider. So value is important to this generation just as it is to Millennials. And many in Gen Z can expect to stay at home longer than previous generations.

But whether their purchasing power comes from a job or an allowance, for many in Generation Z, it's already here. “It is important to gain their loyalty at that age,” said Seifer. “You can wait, but maybe a competitor has already started building that trust process and that will leave you behind down the road.”

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## NEWS IN THE GROCERY TRADE

### Why 2018 Will Be the Year of Online Grocery

By: Gina Acosta, [www.retailleader.com](http://www.retailleader.com), January 31, 2018

Most U.S. food shoppers say they would switch retailers to one that offers a better digital shopping experience, according to a new report. Unata's 2018 Grocery eCommerce Forecast report reveals that 36% of U.S. consumers are likely to shop for groceries online in 2018, up 22% from those who grocery shopped online in 2017. In addition, 76% of shoppers say they would switch grocers to one that offers a better digital shopping experience.

"Online grocery adoption has risen year over year, and so has the desire for different methods of shopping online and offline, which was a prominent theme in this year's findings," said Chris Bryson, Founder & CEO at Unata. "Moving into 2018, grocers need an offering that meets the expectations of today's omnichannel shopper."

The report, completed in partnership with ShopperKit, an in-store fulfillment platform, surveyed over 1,000 U.S. consumers about grocery shopping habits, intent and barriers moving into 2018 to better equip regional grocers with the insights they need to compete in this increasingly competitive industry.

Among the findings:

- Online grocery shopping continues to rise in popularity
- In 2018, 36% of U.S. consumers plan to shop online for groceries, which is up from 22% of those who shopped online in 2017.
- The 2018 shopper wants a convenient, flexible online experience and will switch grocers to find it
- 76% of online shoppers will switch grocers for a better digital shopping experience.
- The secret to a strong fulfillment offering is real-time communication
- 51% of online shoppers want the ability to communicate with their in-store picker during their shop.

"Shoppers are fiercely loyal to their local grocery store because food is so personal, and the expectation for a convenient and trustworthy way to shop online from their local store of choice is becoming mandatory," said Jack Record, CEO of ShopperKit. "It's the execution and efficiency of a grocer's fulfillment program that will determine whether or not that expectation is met."

<p><b>MARK YOUR CALENDAR PACK YOUR BAGS!</b></p> <p><b>February 25-27, 2018</b> National Restaurant Association's New England Food Show Boston Conference &amp; Exhibition Center Boston, MA <a href="http://nefs.restaurant.org/home">http://nefs.restaurant.org/home</a></p> <p><b>March 1-3, 2018</b> Southeast Produce Council's Southern Exposure Tampa Convention Center Tampa, FL <a href="http://www.southernexposure.seproducecouncil.com">www.southernexposure.seproducecouncil.com</a> Come see Lipman at Booth 535!</p>	<p><b>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</b></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>