



MARKET UPDATE

Tomatoes: South Florida continues to have ideal weather for growing tomatoes! Even though there is less acreage in production, there are plenty of round, roma and grape tomatoes to meet market demand. Quality has been very nice on all varieties.

Despite slightly cooler weather this week, growers in Western Mainland Mexico are experiencing solid production on rounds. All sizes are available and quality is good. With more growers in the mix on romas, there are stronger volumes of this variety available. Most of the fruit crossing is on the larger end of the size spectrum. Quality is nice, but we could see some lighter color in the coming week due to the cooler weather. Grape tomatoes are plentiful with the majority of fruit coming from the Western Mainland area. Quality is mixed, as some product has gotten backed up. Older fruit is showing splits, decay, spotting and high color. However, nice quality is available- buyers must choose lots carefully.

Bell Peppers: South Florida's bell pepper volumes remain strong and quality is good. With several areas in production, Western Mainland Mexico continues to have promotable volumes of bells available. Overall quality is good, but there are variations in color, depending on whether the fruit was grown in an open field or shade house environment.

Cucumbers: Cucumber growers in Mexico have been at a low point of the production cycle, but anticipate being back to more normal levels next week as they get into new blocks. Quality and condition have been nice and should continue to be so as they break into new fields. Honduran growers are providing the East with a steady supply of cucumbers. Volume is expected to pick up over the next month, barring

any weather issues. Quality has improved and is considered to be good.

Summer Squash: New crops are slow to come on in South Florida, seriously limiting the squash supply in the East. Quality is fair on yellow and slightly better on the zucchini that's available. Volumes should improve slightly next week, but overall production will remain light until additional areas come back into production in mid-March. The West is also very short on squash this week, as cooler weather has slowed new fields from getting underway.

Green Beans: Green beans are "status quo" in the East, with steady supply coming from Florida. Western Mainland Mexico also has a consistent supply of green beans despite the blast of cooler weather. Growers expect availability to remain at current levels for at least the next few weeks.

Eggplant: With less farms in the mix until Spring, Florida expects to have light, but steady eggplant volumes for the next two months. Mexican growers are crossing plentiful supply and strong quality this week.

Chili Peppers: With both Sonora and Sinaloa in strong production, chili peppers are plentiful in the West. All varieties are available and quality is quite nice. Florida's chili pepper volumes are minimal, which is typical of Winter months.

Hard Squash: Sonora, Mexico growers continue to provide good numbers of acorn, butternut and spaghetti squash. Fortunately, the inventory backup and resulting quality concerns have improved. Receivers are seeing better color and less scarring on the fruit. In the East, Honduras has started hard squash in a light way, beginning with butternut. Look for increased volumes and the additional varieties over the next few weeks.

TRANSPORTATION FACTS

* The National Diesel Average dipped \$.01 this week, moving back to \$2.59 per gallon.

* The average price for a gallon of diesel fuel is \$.47 higher than the same time last year.

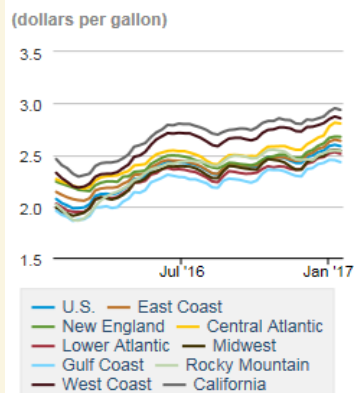
* All areas of the country reported price declines ranging from less than \$.01 per gallon to \$.02 per gallon.

* California remains the high-price leader for diesel fuel at \$2.94 while the Gulf Coast region still offers the best bargain at \$2.43 per gallon.

* The WTI Crude Oil price rose 3.3% this week, moving from \$50.82 to \$52.48 per barrel.

* Other than slight shortages in potato/onion areas and at Mexico crossings through Texas, trucks are available in adequate supply this week.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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KEEP YOUR EYE ON THE CONSUMER

Forget What You Thought About Gen Z Retailing

By: Gina Acosta, www.retailleader.com

Despite expectations that the first "digitally native" generation would want to shop online, a new study by IBM and the National Retail Federation found that almost all members of Generation Z prefer to shop in brick-and-mortar stores.

The "Uniquely Gen Z" study conducted by the IBM Institute for Business Value found that 67 percent of Generation Z shop in a brick-and-mortar store most of the time, with another 31 percent shopping in-store sometimes, indicating that 98 percent of Gen Z shop in store.

Born between the mid-1990s and early 2000s, Generation Z is the first "digitally native" group to grow up not knowing a world before cellular phones, smartphones and other digital devices. The new generation is important to retailers because it has access to \$44 billion in buying power, with 75 percent saying they spend more than half of the money that is available to them each month, according to the study. And the generation is demanding: the study found 52 percent of Gen Z consumers will transfer loyalty from one brand to another if the brand's quality is not up to par. They care the most about retailers getting the basics right, with 66 percent saying product quality and availability are the most important factors when choosing one brand over another; 65 percent focus on value.

"Just as Millennials overtook Gen X, there's another big buying group retailers need to plan for, and it's even larger: Generation Z," NRF President and CEO Matthew Shay said. "They appreciate the hands-on experience of shopping in a store. With technology constantly evolving but some shopping habits remaining the same, retailers need to be agile enough to serve both needs.

Retailers are constantly focused on experimenting with new innovations both online and in-store to remain relevant to evolving consumer demand."

The study found 74 percent of respondents spend their free time online, with 25 percent online five hours or more each day. The degree to which in-store sales are influenced by digital is inevitable in today's shopping journey -- and continues to grow. The study discovered a number of insights into Gen Z's digital habits and preferences brands can leverage to reach them:

- 73 percent of Gen Z use their phones primarily to text and chat socially with family and friends, but members are willing to extend their conversations to brand relationships.
- 36 percent would create digital content for a brand, 42 percent would participate in an online game for a campaign and 43 percent would participate in a product review.
- They have no patience for hard-to-use technology and demand a seamless mobile/digital experience.
- 62 percent will not use apps or websites that are difficult to navigate and 60 percent will not use apps or websites that are slow to load.
- Gen Z knows personal information is valuable to retailers, so members want to know how brands are using it and how the

information will be protected.

- Less than 30 percent are willing to share health and wellness, location, personal life or payment information; 61 percent would feel better sharing personal information if they knew it would be securely stored and protected.

The study found that Generation Z consumers like to engage with brands online, especially with those that create an interactive environment where customers can shape their own experience. As retailers develop and engage in such practices, they will be able to capture Gen Z ideas for new products, services, engagement and shopping experiences, the study said. The generation is known to be brand champions both online and offline, especially when brands acknowledge and value their opinions.

"Generation Z expects technology to be intuitive, relevant and engaging -- their last great experience is their new expectation," IBM General Manager of Global Consumer Industries Steve Laughlin said. "This presents a significant challenge for retailers and brands to create a personalized, interactive experience with the latest digital advances or risk falling behind. This kind of innovation is not linear or a one-time project -- it is a new way of thinking, operating and behaving."





LIPMAN IN PICTURES

Here are some of the other great photos that were submitted from the December Lipman Photo Contest!



Just Another Day at the Office
Submitted By: Anthony Kalogridis



Farm 7 Holiday Gathering
Submitted By: Linda Garcia



Holiday Food for Farm 7 Workers
Submitted By: Linda Garcia



Farm 15's Annual Christmas Dinner
Submitted By: Larry Moss



Pinata-Ready at the North Carolina Party
Submitted By: Jerry Harvell

PRODUCE BAROMETER

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



JANUARY CALENDAR

All Month
National Mentoring Month
January 22nd
National Southern Food Day
National Soup Swap Day
January 26th
National Spouses Day
January 28th
National Have Fun at Work Day

Immokalee, FL Weather

Fri Jan 20	Sat Jan 21	Sun Jan 22	Mon Jan 23	Tue Jan 24	Wed Jan 25
81°F	82°F	82°F	73°F	77°F	81°F
57°F	66°F	63°F	55°F	55°F	59°F
SSE 9 MPH	SSE 14 MPH	S 21 MPH	W 23 MPH	VNNV 11 MPH	E 6 MPH
		Precip 50%	Precip 40%		

AN APPLE A DAY

Research: Less than Half of Americans Think They Eat Right

www.qsrmagazine.com, January 17, 2017

With every New Year comes new resolutions. For many Americans that means working out more, de-stressing or eating better and, according to new research from Mintel, it couldn't come at a better time as less than half (42 percent) of Americans consider their diet to be healthy.

Indeed, less than two in five (38 percent) consumers agree that healthy foods are worth the added expense and just 44 percent pay attention to serving sizes. Americans also generally appear to be largely distrusting of food brands as only 14 percent believe regulatory approval indicates a food is healthy and just 16 percent trust the health claims on food and beverage packages. What's more, a mere one quarter (23 percent) of consumers agree that the US Dietary Guidelines are good for them.

"Despite the fact that we're seeing such a widespread and growing interest in healthy foods, relatively few Americans believe their diet is healthy. With consumers largely wary of even regulator-approved health food options, marketing healthy foods to skeptical consumers requires far more than merely an on-pack promise," says Billy Roberts, senior food and drink analyst at Mintel. "The key to attracting these consumers is convincing them that products actually deliver on the healthy attributes they promise and that they are truly good for consumers and their families."

Today's health-conscious consumers are staying away from products containing high-fructose corn syrup (50 percent), sugar (47 percent), trans fat (45 percent) and saturated fat (43 percent). What's more, over one quarter (28 percent) believe a food is unhealthy if it has artificial ingredients, with consumers actively avoiding products with elements described as "artificial," such as artificial sweeteners (43 percent), artificial preservatives (38 percent) and artificial flavors (35 percent).

While genetically modified (GM) appears farther down on the list of ingredients consumers avoid when shopping for healthy foods (29 percent), consumer dislike of GM foods nearly matches their dislike for foods with artificial ingredients. More than one in five (22 percent) Americans say that they would not feed GM foods to people in their household. What's more, nearly half (46 percent) agree that GM foods are not suitable to eat, rising to 58 percent of consumers with a household income under \$50,000.

"Media coverage has focused on the debate surrounding GMO labeling of late, even as consumers are much more likely to avoid artificial ingredients than GMOs. Arguments indicating genetically modified foods as a means of combating global hunger are failing to sway consumers as anti-GM campaigns have highlighted the risk of genetic modification on surrounding crops and attempted to capitalize on a general fear of ' Frankenfood,'" says Roberts.

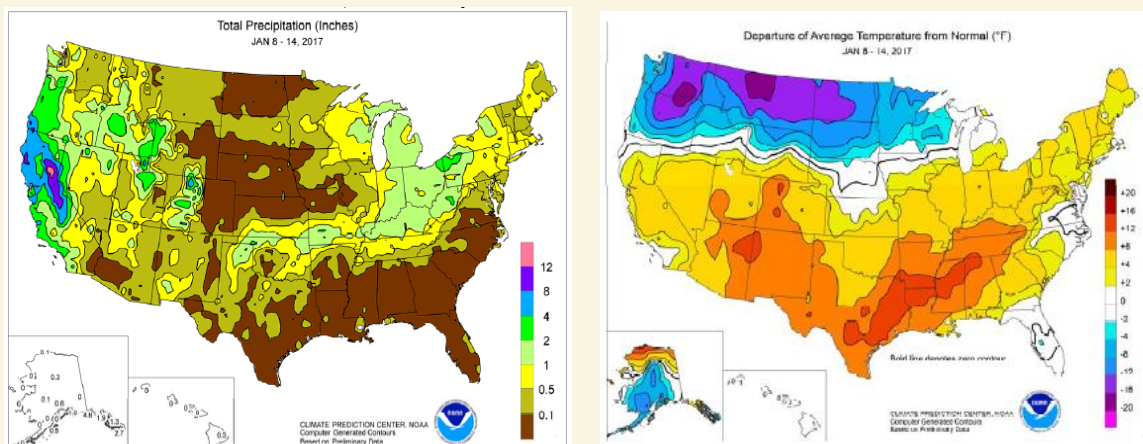
Well ahead of other ingredients, consumers are interested in protein (63 percent), fiber (61 percent) and whole grains (57 percent) when purchasing foods they consider to be healthy. Protein is particularly of interest to more than half (54 percent) of iGen consumers, while consumers age 71 and older are most interested in whole grains (50 percent). What's more, 32 percent of Americans overall agree that foods with a "natural" claim are good for their health and one third (33 percent) plan to buy more vegetarian/plant-based food products in the next year.

When making food purchase decisions, more than one quarter (27 percent) of consumers say that health concerns influence their choice of food and nearly as many (23 percent) indicate that they are more likely to buy food with a health claim on the package than food without. Looking at American families, Mintel research reveals that fathers are more likely to purchase food with a health claim (30 percent), as compared to 23 percent of mothers.

"While many consumers are avoiding certain ingredients when purchasing better-for-you foods, Americans are seeking out foods with added health attributes, namely protein, fiber and whole grains, indicating an opportunity for foods with added-health attributes to target consumers with health claims on-pack," says Roberts.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

These Smart Retail Shelves Tell Brands All About Who is Looking at Their Product

By: Lauren Johnson, www.adweek.com, January 12, 2017

The next time you pick up a six-pack of Coca-Cola at your local grocery store, artificial intelligence may be analyzing your eye movements and facial expressions.

Today, tech vendor Cloverleaf is launching artificial intelligence-powered digital signs that slide over retailers' shelves to give marketers insights about who is standing in front of their store displays. Procter & Gamble has tested the technology—dubbed shelfPoint—and Dell is currently using it in a Micro Center store in Houston, Texas.

"We're able to gather insights about what shoppers are doing in front of the shelf itself, engage them and convert the sale to get them to throw one more item into the basket," explained Gordon Davidson, founder and CEO of Cloverleaf.

Here's how it works: The gadget is a 4-foot by 2-inch digital screen that wraps around retailers' shelves and displays digital ads that can be swapped out on the fly. Built-in optical sensors then detect anonymous information about shoppers. The technology can examine someone's facial expressions and let retailers see traffic patterns and consumer demographics. The shelves notably do not collect personal information; instead it runs in the background and looks for bits of basic information—like age, gender and ethnicity.

"There is no video or pictures captured," Davidson said. "Instead, it's using templates on a face that we match that then allows us to see if it's a female or male and the level of expression."

Based on the demographics and sentiment that the sensors pick up, marketers can then test different campaigns and swap out creative on the fly. For example, Coca-Cola could run images of bubbles on end caps to initially grab consumers' attention and then run different creative next to the products on the shelf to distinguish Coca-Cola from Diet Coke.

And later this year, Davidson said Cloverleaf will add technology that allows retailers to see if someone picked an item off a store shelf.

"[There's] a lot of technology thrown at retailers and brands and consumers walking through the store," Davidson said. "As a brand, one of the hardest things you have to overcome is getting people to notice a new promotion or a new product."

MARK YOUR CALENDAR & PACK YOUR BAGS!

March 9-11, 2017

Southeast Produce Council's Southern Exposure 2017
Walt Disney World's Dolphin Resort
Orlando, FL
www.southernexposure.seproducecouncil.com
Join Lipman at Booth 1400!

May 8-11, 2017

Food Safety Summit Expo & Conference
Donald Stephens Convention Center
Rosemont, IL
www.foodsafetysummit.com

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