



## MARKET UPDATE

**Weather Report:** Last night's temperatures varied from 34-36 in South Florida's tomato and vegetable growing areas. Fortunately, there were also 7-9 mph hour winds, which hampered any frost from settling on plants and fruit. The current forecast for tonight's lows vary from 33-37, depending on exact location and forecast. There was no visible damage on crops this morning.

Pending making it through tonight with no damage, farms expect a reduction in yields for 2-3 weeks as plants and fruit recover from an extended period of cold weather. This information applies to all items, but squash and cucumbers are especially susceptible to cold temps. Plant City-area farms were still harvesting light numbers of tomatoes, squash, eggplant, bells and chilies. It reached 27 degrees overnight and stayed below freezing for 8 hours which will end the season. Although this wasn't a major area of production at this point in the season, the loss of these crops will reduce availability somewhat.

**Tomatoes:** South Florida's round tomato crops are slow to ramp up volumes, mostly due to cool weather. Ruskin farms have still been picking 3<sup>rd</sup> and 4<sup>th</sup> sets but will finish up sooner rather than later. Roma and grape production is still behind schedule, as most growers replanted rounds first, then other varieties, after the hurricane. With the current weather situation, it may be another 2-3 weeks before volumes pick up to anticipated levels from the Sunshine State.

Culiacan/Western Mexico's tomato production continues to increase on all varieties as more growers come online and move toward steady harvests. Grape tomato numbers are lagging a bit, but should build to stronger levels over the next 2-3 weeks. Baja and Eastern Mexico are tapering off and will, for the most part, be done at the end of January.

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**Bell Peppers:** With Plant City's crops now out of the picture due to last night's freeze, South Florida will be the only remaining area of Eastern production. Supply has been light from this area, but there's nice pepper in the field....as of right now. We anticipate a slowing of supply for at least two weeks as crops recover from this cold weather. In the West, both Sonora and Sinaloa are coming in with strong numbers on bell peppers. Sonora's quality is beginning to slip a bit, while Sinaloa's fruit is excellent.

**Cucumbers:** Western cucumber supply is lighter this week as some growers in Mainland Mexico dealt with mildew concerns and are in the replanting process. Availability will likely tighten up over the next few weeks. Although there are small amounts of product scattered in Florida, this is mostly an offshore Honduran deal now. Honduran supply hasn't really kicked into high gear yet, but should be on the increase over the next few weeks as more growers are expected to start up in the next 7-10 days.

**Summer Squash:** After last night's freeze, Plant City's squash is a done deal which will definitely reduce availability in the East. Although there are crops scattered from that point southward, the overall cold temperatures will have more impact on squash than other veg items. We anticipate yield reduction for at least two weeks, pending crops making it through tonight unharmed. There have been some concerns with scarring on zucchini, but the big quality challenge, as always, is on yellow. Fortunately, several areas in Mexico are starting to see better numbers as more growers get up and running for the season.

**Green Beans:** With the Lake area recovering from earlier cold damage, production is mostly limited to South Florida. South Florida's quality has been very nice, but plantings are not enough to overcome the loss of Lake area product. Mexico's bean quality and numbers have been down, but we expect to see both improve as new growers begin to harvest.

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## TRANSPORTATION FACTS

\*The National Diesel Average has jumped significantly since our last report (up \$.07) and now comes in at \$2.97 per gallon.

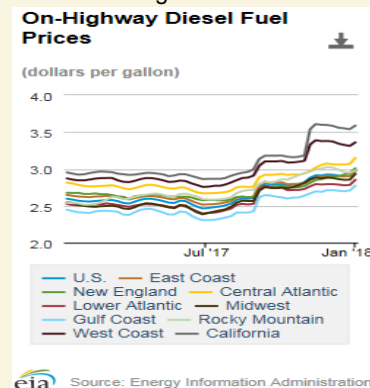
\* The average price for a gallon of diesel fuel is \$.39 higher than the same time last year.

\* Prices rose in all reporting areas, with the most significant increases in the Midwest and Central Atlantic (up \$.08).

\*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 \$2.77 per gallon.

\*Since our last report, the WTI Crude Oil price has risen 3.9%, moving from \$58.09 to \$60.37 per barrel.

\*Trucks are short throughout the country's tomato and truck vegetable shipping points this week. Although the holidays have been a contributing factor, the newly-implemented electronic logging requirements are significantly reducing availability and increasing costs.



## RESTAURANT INDUSTRY NEWS

### 6 Ways Restaurants Can Get Gen Z to Come to the Table

Sponsored By: UNiDAYS, [www.qsrmagazine.com](http://www.qsrmagazine.com), December 2017

Attracting new customers is crucial for restaurants, but as the country's demographics change, so do customer needs. Younger guests have different expectations of the foodservice industry than previous generations.

The youngest set of consumers, Generation Z, has grown up in a fast-paced, connected world from birth. These individuals were born after 1995 and account for \$828 billion in spending power and currently make up a quarter of the U.S. population. It is projected that they will represent 40 percent of the population by 2020, and their buying power will only increase. This makes it critical for restaurants to reach these elusive consumers to ensure they have healthy income now and for years to come, but how can they target guests?

UNiDAYS—a company that helps businesses connect with these younger consumers—surveyed 1,893 college students in the U.S. this summer and came up with a breakdown of Gen Z's dining and eating habits. Here's what they found out about Gen Z.

#### 1. Gen Z wants new food experiences.

Gen Z has a healthy appetite for savings and free stuff. When it comes to eating out, Gen Z likes to savor—and save. They have a taste for adventure and also love to splurge on new experiences, with 78 percent willing to spend the majority of their budget on food—after tuition and bills, of course.

#### 2. They have cravings for savings.

A whopping 93 percent of the college students we surveyed said they were more likely to try a restaurant that offered student discounts. In fact, 78 percent are already taking advantage of the local restaurants that do.

#### 3. Gen Z likes to sample new restaurants.

They also put their money where their mouth is. Nearly half, or 48 percent, of the respondents told UNiDAYS that they try a new quick-service restaurant chain once a month. Almost 48 percent of survey respondents don't have campus meal plans. And they're spontaneous: only 5 percent plan their meals in advance, even though 94 percent have access to kitchens.

#### 4. Off-peak hours present prime dining opportunities.

Students are willing to be flexible about meal times, so long as they get that discount. In fact, 91 percent of survey respondents said they'd be willing to eat during an off-peak time if there was a discount incentive. That presents a great opportunity for restaurants looking to find a foothold or boost traffic during slower times.

#### 5. Gen Z is notoriously finicky about marketing.

These consumers have a picky palate when it comes to advertising. That means you

won't have an easy time telling them about these offers on TV or through traditional media. They rarely leave their homes without their phones. Targeted special offers via mobile alert can help you find their sweet spot, especially when they're hungry. Another place to reach them is in a community where they're already engaged and actively spending their time and money, like UNiDAYS.

#### 6. You've got 8 seconds to grab their attention.

That's all the time you have to convince Gen Z to keep coming back to bite for more. With an average attention span of just eight seconds, you need to create content that's not just visually appealing, but mouthwateringly shareable on Instagram and Facebook.

Though Gen Z may have different expectations than previous generations, the answer is not a one-size-fits all approach. Restaurants can attract Gen Z by listening to their unique needs and building strategies that get them talking, eating, and sharing.



## Veggie of the Week- Tomatillo (Husk Tomato)

### Maturity Indices

The tomatillo or husk tomato (*Physalis ixocarpa*) is a small, spherical and green or green-purple fruit surrounded by an enlarged calyx or "husk." As the fruit matures, it fills the husk and can split it open by harvest. Tomatillos are the key ingredients in fresh and cooked green salsas and other Latin American dishes. The freshness and greenness of the husk is a quality criteria. Fruit should be firm, bright green as the green color and acidic flavor are the main culinary contributions of tomatillos.

### Quality Indices

Tomatillos can be harvested at various stages of development. For commercial marketing, they should be harvested when the fruits are well formed and have substantially filled the husk but are still bright green in color. Overmature fruit are light green or yellowing and should be avoided since they are sweeter and undesirable for most uses.

### Optimum Temperature

Tomatillos can be forced-air or room cooled. The main reason to cool rapidly is to retain the fresh appearance of the husk. Tomatillos can be stored under a wide range of conditions. At ambient temperatures, the husks will dry, but the fruit will remain in good condition for about 1 week. For longer storage life temperatures of 5°C to 10°C (41°F to 50°F) with moderate humidity levels (80-90% RH) are recommended to retain the freshness of the fruit and the husk. At 5°C (41°F) chilling injury will occur after about 3 weeks.

#### Tomatillo Maturity Stages

Stages 3, 4 and 5 ideal for harvest



Cantwell, M. 2000. Tomatillo (Husk Tomato): Recommendations for Maintaining Postharvest Quality.  
[http://postharvest.ucdavis.edu/Commodity\\_Resources/Fact\\_Sheets/Datastores/Vegetables\\_English/?uid=35&ds=799](http://postharvest.ucdavis.edu/Commodity_Resources/Fact_Sheets/Datastores/Vegetables_English/?uid=35&ds=799)

## PRODUCE BAROMETER

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



## JANUARY CALENDAR

### All Month

National Slow Cooking Month

### First Week

Lose Weight, Feel Great Week

### January 6<sup>th</sup>

National Bean Day

### January 8<sup>th</sup>

National Clean Off Your Desk Day

### January 9<sup>th</sup>

National Law Enforcement  
Appreciation Day

### Immokalee, FL Weather

Thu Jan 4	Fri Jan 5	Sat Jan 6	Sun Jan 7	Mon Jan 8	Tue Jan 9
57° F	58° F	64° F	72° F	78° F	77° F
33° F	37° F	43° F	53° F	58° F	54° F
N 9 MPH	N 8 MPH	N 9 MPH	NNE 8 MPH	ENE 7 MPH	W 6 MPH
Precip 20%					



## KEEP YOUR EYE ON THE CONSUMER

### Study: To Appeal to Millennials, Save Them Time

By: Greg Johnson, [www.thepacker.com](http://www.thepacker.com), January 2, 2017

Millennials spend significantly less time on food preparation and clean up than other generations, bolstering the idea that they value value-added.

A recent study from the U.S. Department of Agriculture's Economic Research Service found "Millennials spend significantly less time on food preparation, presentation, and cleanup — 55 minutes less than Gen X'ers, who spend the most time at 143 minutes. This time observation supports the finding that Millennials purchase more ready-to-eat foods; nearly two-thirds of Millennials reported buying some form of prepared food within the prior 7 days, suggesting a preference for time savings."

Among other findings, the study showed wealthier consumers of all generations buy more fresh ingredients, including fruits and vegetables.

Among all generations, millennials devote the smallest share of their budget to grains, white meat and red meat, and the most on prepared food, pasta and sugar/sweets.

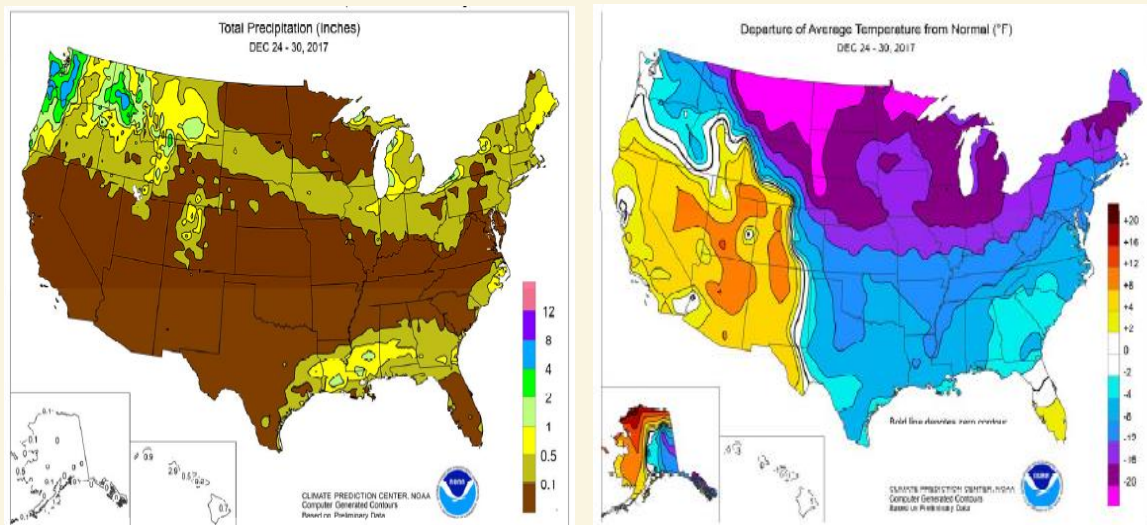
Millennials' fruit expenditure was about even with older generations when it was balanced for income, but as they gain wealth, they apportion more of their food-at-home spending to vegetables.

This "suggests that the millennial generation may have a stronger preference for fruits and vegetables compared to older generations," the study's authors said.

The study used two data sets: purchases data from 2014 from Information Resource Inc. and stats from the American Time Use Survey and the Healthy Eating Module from 2014.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## AN APPLE A DAY

**Dieticians Pinpoint Top 10 Superfoods, More**  
[www.progressivegrocer.com](http://www.progressivegrocer.com) , December 28, 2017

According to the sixth annual national survey of registered dietitian nutritionists (RDNs) by Pollock Communications and the publication *Today's Dietitian*, fermented foods such as yogurt, kefir, kombucha, sauerkraut, tempeh, some pickle varieties, kimchi and miso dislodged seeds as the top superfood for 2018, signaling that in the coming year, shoppers will opt foods that boost gut health and overall well-being.

Rounding out the superfood top 10, the What's Trending in Nutrition survey placed avocado in the No. 2 spot, followed by seeds, nuts, green tea, ancient grains, kale, exotic fruits, coconut products and salmon.

As for top eating trends, respondents chose clean-eating, plant-based and high-fat and -protein, extremely low-carb ketogenic regimes, while identifying low-fat, DASH and "Wheat Belly" diets as past their sell-by dates.

"The movement toward clean eating reflects a change in how consumers view food," observed Jenna A. Bell, SVP of Pollock Communications, a New York-based independent, full-service food, health and wellness public relations agency. "Consumers are searching for nutrition information and equating diet with overall well-being."

Noting the rising consumer interest in fermented foods, Bell pointed out that consumers have expanded their definition of wellness to encompass gut health and "are digging deeper for information about the food they eat and in this instance, finding out why yogurt, kefir or kimchi is so good for them."

Regarding top sources of nutrition misinformation, 78 percent of respondents said that celebrities and social media stars offered the worst advice, and 70 percent singled out Facebook as the main offender, followed by websites and blogs/vlogs

By contrast, when instructing shoppers how to eat, 79 percent of survey respondents use MyPlate as a guide, advising people to make small, gradual changes over time and focus on their overall eating pattern, rather than a single food or nutrient. With 81 percent feeling that technology is making it easier to make better food choices, it wasn't surprising that 65 percent recommend clients use apps to track/plan food intake and activity.

The surveyed dietitians' top recommendations for the new year were to limit highly processed foods, up fiber intake, maintain a food journal, and drink noncaloric beverages like unsweetened tea or coffee.

"The annual forecast from the What's Trending in Nutrition national survey shows how consumers are driving change and leading the evolution of diet and nutrition trends," said Pollock Communications President and founder Louise Pollock. "As they do each year, the unique perspective of RDNs provides media, retailers and food manufacturers a view into the minds of consumers that can help inform their business."

A record-breaking 2,050 RDNs took part in this year's survey.

<div> <div>FRESH</div> <div>TOMATOES</div> <div>  <div>the best of nature™</div> </div> </div>	
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<div> <div>January 30-February 1, 2018</div> <div>Mid-Atlantic Fruit &amp; Vegetable Convention</div> <div>Hershey Lodge and Convention Center</div> <div>Hershey, PA</div> <div><a href="http://www.mafvc.org">www.mafvc.org</a></div> </div>	<div> <div>Visit our website... <a href="http://www.lipmanfamilyfarms.com">www.lipmanfamilyfarms.com</a></div> </div>
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