



MARKET UPDATE

Tomatoes: Although there are grapes and a few rounds in the Palmetto/ Ruskin area for another week or so, Florida's tomato production has migrated south for the Winter. Overall production has been on the light side but is consistent in Naples/ Immokalee. Despite the steady harvests, volume is falling a little short of meeting the entire demand of the East. Homestead and Puerto Rican farms look to bring product to market next week, which should provide a little uptick in supply. Quality has been very nice on all varieties, particularly on the Naples/Immokalee fruit.

With both Eastern Mexico and Baja's seasons coming to a close, Western tomato production has mostly transitioned to Mainland Mexico. Unfortunately, increases in round and roma harvests have been slow to come due to rain and very cool temperatures. Warmer weather should bring the anticipated volume in a few weeks.

Bell Peppers: Florida's bell pepper availability is and will continue to be light through the Winter months, as acreage is down significantly. Quality on the product that's available has been okay, but not great, due to some recent weather. Mexico's production has also been light due to weather. Temperatures have been in the freezing zone with snow in some areas. Quality is slipping a little, but is, for the most part, very nice.

Cucumbers: Mexico's cucumber crops have been impacted by cold weather. There may be effects from last weekend's freeze and there is a possibility of more cold weather this weekend. Quality has been strong, but we may start to see some issues post frost. Temperatures are expected to be cool for the next several days, so we may be looking at a few weeks with light supply. Florida's cucumber harvests will finish up some time next week, leaving the cucumber deal to Honduran imports. Production has picked up in

Honduras with all growers now in the mix. Overall quality on the imports has been nice despite a few spotty reports of some shrivel and scarring.

Summer Squash: Florida's squash supply has improved but quality has not. Wind scars have been a concern on both green and yellow this week. Look for quality to improve as growers work through these plantings and weather moderates. As with other items, Mexico's squash volumes have been affected by cold weather. There are reports that some fields were affected by frost which could hamper availability in the coming weeks. Quality has been nice on zucchini but there are scuffing and scarring issues on much of the yellow squash.

Green Beans: Green beans are readily available in Florida, with nice quality coming from multiple areas. Mainland Mexico's steady supply of beans encountered a hiccup due to cold weather. With very light post-holiday demand, there seems to be enough product to go around though.

Eggplant: Mainland Mexico continues to have good numbers on eggplant but could see lighter numbers over the next two weeks due to cool weather. Overall quality is mostly nice, but there are reports of sunken areas and liver spots on some lots. Florida farms have plenty of eggplant to sell, but availability of #1 product has tightened up. Recent weather has caused scarring and some misshapen fruit which grades out as choice product.

Chili Peppers: While Mexico's chili pepper growers wait to recover from prior crop issues, they've been hit with cold and even freezing temperatures in some locations. This is going to keep availability really tight throughout the rest of the month of January. All varieties are snug, but availability of serranos and jalapenos is particularly limited. Quality is still average to good at this point, but we'll likely see cold-weather impacts on the plants and fruit soon. Meanwhile, Florida's chili production is very minimal, not allowing the East to help with supply.

TRANSPORTATION FACTS

*The national average diesel dropped another \$.03 this week, moving from \$3.08 to \$3.05 per gallon.

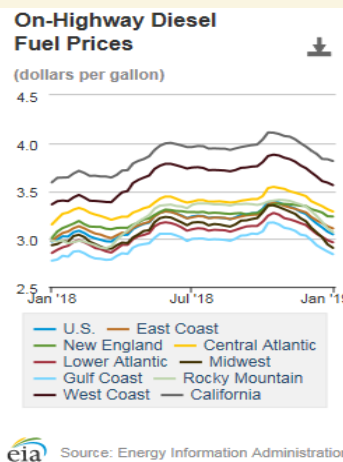
* The average price for a gallon of diesel is only \$.08 higher than the same time last year.

* All areas reported price declines, with the most significant coming from the Rocky Mountains where the price fell almost \$.04 per gallon.

*California continues to have the highest diesel prices in the country at \$3.81 per gallon while the Gulf Coast is the low-price leader at \$2.84 per gallon.

*The WTI Crude Oil price rose less than 1% this week, moving from \$46.22 to \$46.54 per barrel.

*Recent transportation reports claim slight to moderate shortages in most active shipping areas due to the holiday. Truck availability should improve now that we've moved into the New Year.



ON THE HORIZON CONTENTS

An Apple a Day- [page 2](#)

Restaurant Industry News- [page 3](#)

Merchandising Minute- [page 4](#)

Keep Your Eye on the Consumer- [page 5](#)

Produce Barometer-[page 3](#)

January Calendar- [page 3](#)

National Weather Spotlight- [page 4](#)

Pack Your Bags - [page 5](#)

AN APPLE A DAY

Don't Think of It as a New Year's Resolution. Think of It as a New Skill.

By: Jae Bernan, www.washingtonpost.com, December 26, 2018

This is the season for reflections and resolutions. It will be immediately followed by the season for failure and frustration. That's because people who make health-related New Year's resolutions also make a big mistake: They look at them as an issue of willpower rather than ability.

A more helpful approach to creating more healthful habits is to consider those behaviors new skills, and to accept that there is a process to becoming competent in those skills. In other words, you shouldn't resolve to become a vegetarian with the expectation that meat will never pass your lips again, and then feel failure when you succumb to a Big Mac. Instead, consider resolving to learn to be a vegetarian, with the understanding that it will take knowledge and practice to attain a meat-free diet — just as it would take knowledge and practice to learn to play tennis or knit or carve wood.

To understand why this works better, consider the Conscious Competence Learning Model. This is a psychological explanation of the process one goes through to select a lifestyle or behavior change and slowly but surely build it into a skill that seamlessly fits into your life. Also known as the Four Stages of Competency, the model is attributed to the work of psychologist Thomas Gordon and his employee Noel Burch in the 1970s.

The four stages are as follows, according to the Gordon Training International website:

Stage 1: Unconsciously unskilled. We don't know what we don't know. We are inept and unaware of it.

Stage 2: Consciously unskilled. We know what we don't know. We start to learn at this level when sudden awareness of how poorly we do something shows us how much we need to learn.

Stage 3: Consciously skilled. Trying the skill out, experimenting, practicing. We now know how to do the skill the right way, but need to think and work hard to do it.

Stage 4: Unconsciously skilled. If we continue to practice and apply the new skill, eventually we arrive at a stage where they become easier and, given time, even natural.

For best results, making a New Year's resolution or creating a new habit should go through these same phases. The reason so many resolutions fail is that people think taking on a new nutrition, exercise, mindfulness or health habit should be easy and effortless.

That's very far from the truth. Consider our vegetarian. At Stage 1, the person isn't even thinking about what he is eating. He has no idea what it takes to adhere to a vegetarian diet.

At Stage 2, he starts to realize what he doesn't know and is anxious about it. He doesn't know how to purchase and store vegetables, doesn't know vegetarian recipes, doesn't know which meat substitutes are best, doesn't know what vitamins and minerals will need to be replenished, doesn't have confidence asking about vegetarian options in restaurants.

At Stage 3, the person is practicing. The buying, cooking and ordering process slowly becomes easier and smoother, until vegetables begin to fit into the daily routine.

At Stage 4, the person doesn't even have to think about it. Eating a vegetarian diet has become comfortable and second nature.

If you want to apply this model to a change you want to make in the new year, here are some things to keep in mind.

First, embrace practice. Enjoy it. When things don't go right, remember it's just practice. Don't berate yourself if you buy loads of vegetables that spoil while you figure out how to prep, cook and store them. Or if you're so exhausted and sore that you skip one of your exercise classes. Think back to the first few times you learned a new skill, such as driving, and all the mistakes you made. Keep going.

Second, stay present and aware, so you can adjust life to fit these behaviors into your day. In driving, one finds the ideal seat and mirror position and car organization. The same goes with new behaviors: You find the right shoes, or the right blender, or the adjustment to your schedule that allows time for a favorite class. Small tweaks will help you become more comfortable with the skill.

Finally, acknowledge when skill formation has occurred. As practice continues, and tweaks and iterations occur, the behaviors should fit into the day with ease rather than discomfort. It's common to only remember the rough patches. Instead, as more healthful food, consistent exercise, mindfulness or other healthy lifestyle behaviors turn into unconscious skills, take a conscious moment for praise of the accomplishment. This will allow the experience of skill formation to be far more enjoyable.

RESTAURANT INDUSTRY NEWS

More Meals Purchased at Foodservice Outlets are Being Eaten at Home

www.csnews.com, December 28, 2018

For a variety of reasons — like streaming media, working from home or staying clear of the shopping crowds — U.S. consumers are staying home, meaning they're eating more meals at home that are purchased from restaurants and foodservice outlets.

For the year ended September 2018, restaurant meals consumed in-home accounted for 32 percent of all traffic and increased visits by 2 percent, while dining at a restaurant represented 37 percent of all visits and remained flat compared to last year, according to the NPD Group's ongoing foodservice market research, CREST.

Seventy-one percent of U.S. consumers who chose to eat at home were at home prior to eating the restaurant meal, NPD found. Adult, single person parties with incomes of \$100,000 or above are driving the majority of restaurant meals eaten at home increases, while families and groups of five or more make up 31 percent of foodservice meals eaten at home.

The 2-percent increase in eaten at home restaurant meals is reflected across restaurant segments, both quick service and full service. Although dinner still represents almost half of all at-home occasions for foodservice, morning meal and lunch showed the strongest growth in the period, according to NPD.

At the top of the list of menu items eaten at home from quick service restaurants are French fries, burgers and pizza, while Chinese/Asian/Indian, rice and French fries were the top menu items from full service restaurants eaten at home.

"Home is where the heart is when it comes to U.S. consumers but they still look for the convenience that is offered by a ready-made restaurant meal," said David Portalatin, NPD food industry advisor and author of *Eating Patterns in America*. "We don't look for this trend to change anytime soon and operators and foodservice manufacturers can take advantage of the stay-at-home movement by offering at-home eaters with innovative ready-to-eat meal solutions and a greater degree of convenience."

PRODUCE BAROMETER

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



JANUARY CALENDAR

January All Month

Be Kind to Food Servers Month

January 7th-13th

National Pizza Week

January 6th

National Bean Day

January 10th

Cut Your Energy Costs Day

January 9th

Law Enforcement Appreciation Day

Immokalee, FL Weather

Sat Jan 5	Sun Jan 6	Mon Jan 7	Tue Jan 8	Wed Jan 9
75°F	76°F	80°F	80°F	77°F
48°F	54°F	56°F	56°F	47°F
NW 11 MPH	N 6 MPH	NE 7 MPH	NNE 6 MPH	N 9 MPH

MERCHANDISING MINUTE

Rusty Blade's Advice for a Healthy New Year

By: Armand Lobato, www.produceretailer.com, January 2, 2019

I was putting away the last of the tinsel when who other than Russ T. Blade peeked from behind some Christmas cards. "Rusty," as regular readers know, is the miniature imaginary produce manager who drops in occasionally to talk shop.

Rusty: Cleaning up, I see. Aren't you going to wait until mid-spring to take down holiday decor?

Me: Nope. Gonna be nice and fresh heading into the new year. You're one of those too, I bet.

Rusty: The sooner a produce department gets reorganized for the new year, the better. Lots to look forward to. You can bet folks with New Year's resolutions will be hitting the produce aisle hard after the first, looking for fresh ways to improve their diets.

Me: Don't you mean, build a grapefruit spillover and call it a day?

Rusty: You are a product of the '70s, aren't you? Today's consumer shops with detailed recipes, can Google calories and servings and approaches complex lifestyle changes such as modified diets armed with much more than you realize.

Me: Wow, when did you get to be Rusty-but-sharp-tongued Blade?

Rusty: On the surface, shoppers are reeling from a good month of holiday overindulgence and an average of four pounds gained.

Me: And the produce department is their new bestest buddy?

Rusty: We ooze healthy eating at every corner. The commodities are hot: leafy greens, crisp apples, vibrant citrus, comfort and healthy flavors in onions, potatoes, peppers, tomatoes. Produce offers familiar items with flavors in specialties and herbs and more to make healthy resolutions not only attainable, but while shouting interest and flavor.

Me: I, uh, agree! Don't forget New Year's period is also a great time to appeal to the all the sporting events coming up. The tailgating continues with dips, dressings and lots of avocados for sandwiches and guacamole.

Rusty: See, you do get this. It's time to get out of the holiday look and give 'em the revamped look so they see the produce department with new eyes. The good news is, you don't have to do a lot of remerchandising to achieve this look.

Me: Thus the push to clean everything up?

Rusty: Bingo. When decor comes down, cardboard floor merchandiser/shippers get picked up and put away, you get back to basics such as neatly signed full displays, clean fixtures, nice color breaks. These offer a new fresh look. Customers respond in kind.

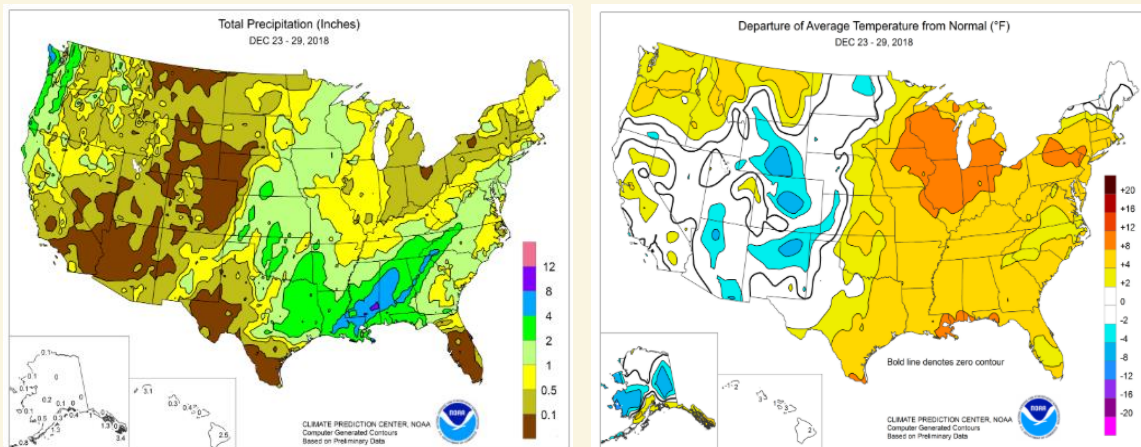
Me: I like the sign call-out. Especially highlighting positive facts like nutrient-rich and low calories.

Rusty: It's what produce is good at. Customers are looking, might as well deliver this kind of pitch.

Me: Agreed. Here's to a productive 2019.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



KEEP YOUR EYE ON THE CONSUMER

Health Plus Desired Experience Key to Helping People Eat More Fruits and Veggies

www.theshelbyreport.com, December 20, 2018

Along with a wave of resolutions starting the new year will come a flood of health messages, “eat healthy with more fruits and vegetables” no doubt among them. Turns out those interested in helping consumers boost their fruit and vegetable intake might find greater success going beyond health.

New research from [Produce Marketing Association](http://ProduceMarketingAssociation.com) (PMA) conducted by Sentient Decision Science, finds fresh produce’s healthfulness offers a powerful messaging foundation to build upon, but not rely solely upon. Health claims framed with experiential qualities people seek, however, land as “icing on the cake”—appealing to how people feel or want to feel from food as well as their desire to eat healthfully.

“Eating fruits and vegetables is the single, simplest thing people can do to help ensure a full and vibrant life, yet people the world over need to be eating more,” said Lauren M. Scott, PMA chief marketing officer. “This research explains health is just one of many reasons people choose foods. By also leveraging how fruits and vegetables satisfy broader needs like taste, convenience, emotions and culture at every eating occasion, we create a stronger incentive for choosing fruits and vegetables.”

The study identifies seven categories driving food preference associated with the underlying experiences people look for in everyday eating occasions.

Healthy—rational assessment of a food’s nutritional features; degree to which it’s natural vs. processed.

Specific Emotional State—satisfying a specific emotional need; anxiety/stress are defining drivers.

Richness—wanting an indulgent, bold flavor and food experience; seeking happiness, elevation, bliss.

Popular/In-the-know—emotional need for acceptance and pride in oneself; associations with cool, modern, proud to be seen eating.

Specific Flavor Profile—seeking a specific taste experience; savory is key association.

Revitalizing—rational need for something to replenish energy, while also rooted in a sensory desire for something refreshing.

Dependable—seeking something familiar, easy. Consistent, convenient define this category.

Marketers, health professionals, government agencies and advocates can leverage these experiential associations to compel people to think beyond produce’s medicinal qualities alone. Individuals looking to cement healthy eating habits with more fruits and vegetables can also use these categories as a path to greater awareness behind what’s driving their food choices.

FRESH

TOMATOES



the best
of nature™

MARK YOUR CALENDAR PACK YOUR BAGS!

January 15-17, 2019
United’s FreshStart 2019
La Quinta Resort & Club
Palm Springs, CA
www.unitedfreshstart.org

March 7-9, 2019
Southeast Produce Council’s Southern Exposure
Walt Disney World Swan & Dolphin Resort
Orlando, FL
www.seproducecouncil.com
Come join #TeamLipman at Booth #1125!

**CREATED BY LIPMAN FOR OUR
VALUABLE CUSTOMERS**

www.lipmanfamilyfarms.com

See what we’re all about here:
https://www.dropbox.com/s/xk5zxttw3tco23a/Lipman_2018_11_09_1.mp4?dl=1

Follow us on
social media






Questions or comments about the newsletter?
Contact: joanna.hazel@lipmanfamilyfarms.com

