



MARKET UPDATE

Tomatoes: Tomato quality and volumes remain strong in Florida. Rounds and grapes continue to be plentiful along with an ample supply of romas. Expect to see overall acreage lighten up as Ruskin/ Palmetto winds down and we move into February.

With most growers having started in the Culiacan area, Mexico's vine-ripe round tomato volumes are expected to ramp up over the next 7-10 days. Quality is excellent and should continue to be, barring any weather concerns. Mature greens are also beginning to cross at Nogales, as 3 or 4 growers have begun their seasons. Roma volumes and quality are steady, with increases expected out of Mainland Mexico as we move toward mid-January's peak in production. Grape tomato harvests continue to increase out of Mainland Mexico, where quality and condition have been very nice.

Bell Peppers: South Florida growers are providing more than ample volumes of peppers to meet market demand despite a slight decrease in acreage. Overall quality is nice, but there are some sporadic reports of bruised fruit. Mexico's pepper production is also down slightly, but there's still plenty of product to meet demand. Quality is very nice on fresh product, with firm, thick-walled pepper crossing daily.

Cucumbers: With both Hermosillo and Culiacan in production, Western cucumber supply and quality is ample to meet demand. In the East, Florida crops are wrapping up and should be down to minimal volumes after this week. This will shift demand to Honduran imports, which should be good to go through March barring adverse weather. Expect quality to be improved over earlier import lots, which backed up due to light demand and strong availability of Florida product.

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Summer Squash: With less acreage in production and cooler weather throughout Florida, Eastern squash volumes have decreased this week. There are some scarring concerns on both colors, but it is more prevalent among yellow squash. In the West, production has declined significantly this week, as many growers have walked away from older crops. Quality is below average on both colors, as much of the fruit is from tired fields. Volume and quality should pick back up in 7-10 days when new blocks begin.

Green Beans: Florida has substantial green bean volumes available this week, but we could see that tighten up over the next few weeks as growers begin to pick and choose fields to harvest. In the West, bean volumes remain strong out of Guasave, Mexico and are expected to continue the same for at least the next few weeks. Quality is good on fresh product.

Eggplant: Florida's eggplant supply has moderated to adequate levels as farms transition between Fall and Winter crops. Cooler weather has also played a part in this seasonal reduction in supply. However, Mexican producers still have an abundance of eggplant available with great quality and condition.

Chili Peppers: Areas in Southern Mainland Mexico press on with ample chili pepper production on most varieties. Tomatillos and habaneros are on the short side though. Florida's chili supply is lighter this week, as Plant City heads toward the end of the season.

Hard Squash: With Florida crops finished up, the East is looking to Honduras and Mexico for hard squash supply. There's plenty of Mexican product in Nogales but inventory back-ups have created quality challenges on all varieties. Stem decay, scarring, and color problems have been reported.

TRANSPORTATION FACTS

* The National Diesel Average jumped almost \$.05 per gallon this week moving from \$2.54 to \$2.59 per gallon.

* The average price for a gallon of diesel fuel is almost \$.38 higher than the same time last year.

* All areas reported price increases this week, with the most significant hike coming from the Central Atlantic region (up \$.089 per gallon).

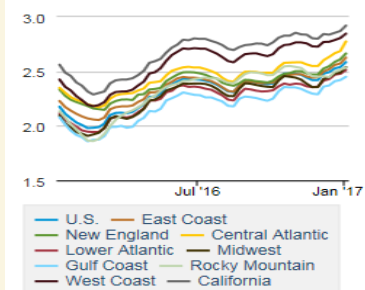
* California remains the high-price leader for diesel fuel at \$2.92 while the Gulf Coast region still offers the best bargain at \$2.45 per gallon.

* The WTI Crude Oil price dipped back down 3.2% this week, moving from \$54.06 to \$52.33 per barrel.

* Trucks are available in adequate supply at Nogales, but are slightly to moderately short in other major shipping areas, including Florida and Texas crossing points.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

RESTAURANT INDUSTRY NEWS

5 Top Diets and How to Cater to Them

By: Anita Jones-Mueller and Sara Lucero, www.restaurantnutrition.com, December 29, 2016

The New Year is here and with it, scores of resolutions for better health and weight loss. Americans are no stranger to special diets, especially this time of year. While surveys indicate that fewer people may say they are on a "diet," the vast majority of consumers are trying to "eat healthier." For restaurant operators, this translates into opportunity. Whether it's one or two dishes, a new section or designation on the menu or a complete revamp of ingredients, restaurateurs can exceed guest expectations, avoid the veto vote and build guest loyalty and a healthier bottom line in the process.

While the most popular diets may change over the years, and consumers' definition of "healthy" may evolve based on trends or the latest diet fads, strategies to cater to them often translate into simple recipe changes or additional offerings, ingredient transparency, easily available and usable nutrition information, smart marketing and staff training.

Here are some of the top diets you may be seeing and how to address them:

Vegetarian and Vegan

This trend continues to grow, regularly showing up in trend reports. Thanks to a growing interest in eating more fruits and vegetables, environmental concerns, Meatless Monday and a wealth of studies indicating that a plant-based diet can have far-reaching health benefits, many consumers are turning to vegetarian and vegan diets. To cater to guests looking for more plant-based foods, add a selection of vegetarian and/or vegan choices made with whole grains, legumes, meat alternatives, fruits, and vegetables to the menu. Call out these choices on the menu. Look for opportunities to add special requests that can turn a standard dish into a vegetarian dish or a vegetarian dish into a vegan dish, making it easy for diners to spot options and your commitment to their needs. Do work with an expert to certify recipes as vegetarian and vegan before adding them to the menu or recommending them to guests.

Gluten-Free

In recent years, there has been a lot of hype surrounding "gluten" and a surge in those following a gluten-free diet. While it may not be the best diet for weight loss, restaurant operators are hearing more and more requests for gluten-free options, essential for those diagnosed with celiac disease or gluten intolerance. As with allergens in your restaurant, it is vital that gluten-free choices are 100% gluten-free. Work with a specialist to identify sources of gluten, prevent cross-contamination, create tempting new gluten-free options, sides and special requests to offer on your menu or upon request. Some restaurants take additional precautions to prevent cross-contact in the kitchen, including training and certification.

Low-Carb

Whether it is for weight loss (Atkins Diet, South Beach Diet) or for medical reasons such as diabetes management, many consumers are seeking lower carbohydrate options to support their goals. Providing a variety of lower carb, high fiber side options such as broccoli, side salads, and vegetable medleys and offering low-carb swaps such as "protein-style" lettuce wraps for burgers, sandwiches and burritos are easy ways to cater to carb-conscious guests. When developing new low carb dishes for your menu, focus on fruits and vegetables, lean proteins and whole grains to appeal to the growing number of guests seeking diabetes-friendly choices at restaurants.

Paleo

This "Caveman Diet" has soared in popularity in recent years, and you may be hearing more requests for "Paleo-friendly" menu choices. This diet focuses on fruits, vegetables, lean meat, healthier oils, nuts and seeds and eggs and cuts out dairy, grains, beans, legumes, refined sugar, potatoes, salt and processed foods. A similar diet growing in popularity is the Whole30 Diet. As with other diets, catering to the Paleo Diet can be as easy as offering swaps for approved foods

and adjusting existing recipes to develop Paleo-friendly choices guests will appreciate. Try replacing a side of potatoes with asparagus, a bed of brown rice with spinach, tofu with an egg or similar.

Weight Watchers

This long time weight loss plan has evolved over the years, relying on nutrition information and ingredients to help adherents make the best choices for weight loss goals. With a focus on more healthful fruits and vegetables, lean proteins and whole grains, it is also in line with the general "eat healthier" trend many consumers are now embracing. Catering to guests following a Weight Watchers plan includes not just offering these more healthful options but also providing nutrition information for menu choices. Accurate nutrition information for some, if not all, of your menu, helps guests following Weight Watchers, as well as those managing sodium, calories, fat, sugar and carbohydrate intake, to find exactly what they need and demonstrates your restaurant's commitment to an exceptional guest experience.

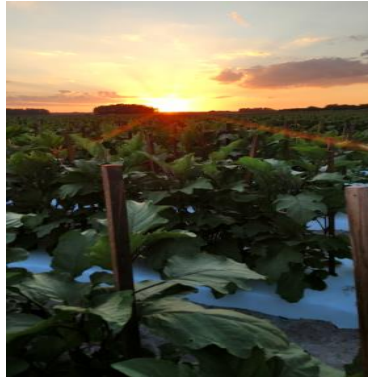
Diets may come and go, but catering to guests and exceeding their expectations are at the core of the restaurant industry. Providing the choices consumers seek, whether that's new menu choices or the ability to personalize existing dishes, allows restaurants to grow and evolve while maintaining brand identity and building a loyal customer base.





LIPMAN IN PICTURES

Here are the finalists in the December Lipman Photo Contest! It was a tough decision, but our judges chose Amy Holcomb's photo as the winner!



Farm Beauty at Sunset
Submitted By: Matt Griffin



Team Lipman in Training
Submitted By: Amy Holcomb



Farm 7 Workers Strike a Pose
Submitted By: Anthony Kalogridis



The End of the Day
Submitted By: Jesus Gutierrez



Rafael Diaz Supports Operation Christmas Child
Submitted By: Rafael Diaz



Sharing a Beautiful Day on the Farm
Submitted By: Marc Danner

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Steady
Cucumber	Good	Steady to Higher
Eggplant	Good	Steady
Green Beans	Very Good	Slightly Higher
Jalapenos	Good	Steady
Onions	Good	Steady
Squash	Below Average	Higher
Tomatoes	Excellent	Steady



JANUARY CALENDAR

All Month

National Soup Month

January 8th

National Sunday Supper Day

January 9th

National Clean Off Your Desk Day

January 10th

National Cut Your Energy Costs Day

Estero, FL Weather

Fri Jan 6	Sat Jan 7	Sun Jan 8	Mon Jan 9	Tue Jan 10
77°F	73°F	63°F	68°F	73°F
63°F	48°F	46°F	52°F	59°F
E 3 MPH	S 13 MPH	N 17 MPH	NNE 17 MPH	NE 13 MPH
Precip 20%	Precip 70%			

KEEP YOUR EYE ON THE CONSUMER

Eating Attitudes and Behaviors to Watch in 2017

By: Kristen Cloud, www.theshelbyreport.com, December 28, 2016

In a world of uncertainty, one thing is certain in 2017: America will eat. But how and where people source meals and the attributes that will win share of wallet are ever-changing—and, according to The NPD Group, a leading global information company, here are five overarching trends to watch in 2017.

The battle for share of stomach will intensify.

For several years, more than 80 percent of meals have been sourced from home; fewer than 20 percent have been sourced from foodservice, and dollars are evenly split between the two. Food manufacturers will benefit from a trend toward eating meals at home by capitalizing on consumers' desires for fresh, authentic foods. Foodservice operators will increasingly leverage technology to conveniently get their food on the in-home table. At the intersection of this trend is the retailer, who will continue to blur the line between retail and foodservice.

Watch for the continued development of the 'blended meal.'

Consumers are dining at home more and they value fresh and authentic foods, but convenience remains an important part of the equation. People don't always source meals entirely at home or away. Look for various components of "homemade" meals to be sourced from items fully or partially prepared. Opportunity exists all along the preparation spectrum, from meal kits to restaurant delivery.

Companies will win by getting personal.

Even in a mature, low-growth environment, there will be opportunities for double-digit growth. But today more than ever, the consumer is in charge. Access to information is empowering people to do things on their terms. The days of a one-size-fits-all blockbuster idea are over. Consumers will seek out foods with a variety of value-added attributes (fresh, natural, organic), positive benefits (energy, brain food, etc.) and social value (local, sustainable, transparent). Some of these opportunities may seem small by big company standards, but that is where the growth is.

The definition of meal occasions will evolve.

People aren't adding new eating occasions to their day, but how meal and between-meal occasions are composed will continue to change. Foods that offer the flexibility to compose an eating occasion to fit specific needs at a given time will grow, whether packaged goods or foodservice offerings. Consumers will make choices on price point, portion control and portability—whatever allows them to craft a snack or full meal, spend a little or a lot, take a break or eat on the run.

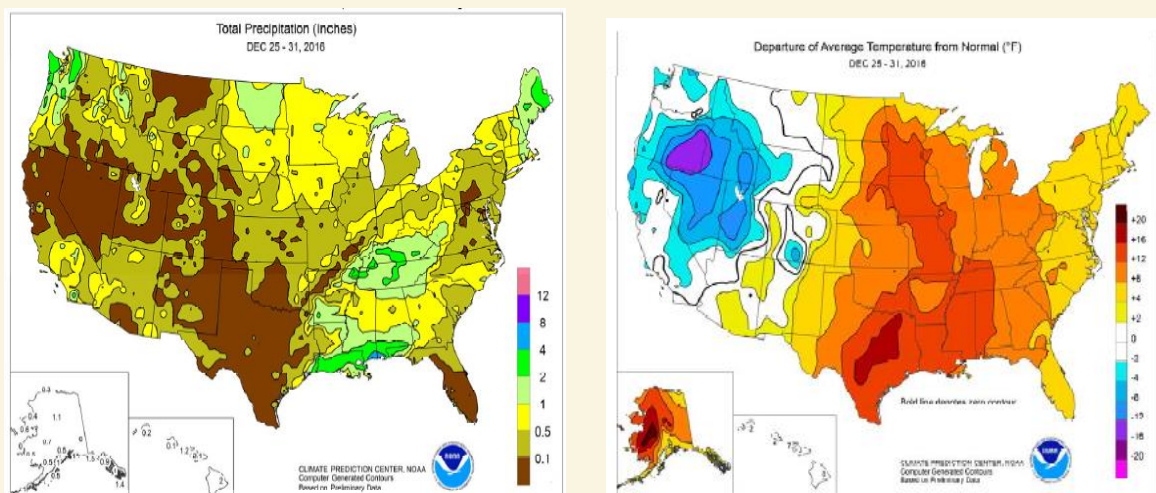
Experience will make the difference.

To stand out, food manufacturers, retailers and foodservice operators must go beyond sustenance. People will seek out experiences, whether through exploring street food vendors, emerging ethnic flavors or hands-on experiences, such as learning new food prep techniques. Connecting a product or brand to an experience people are eager to share with others can be an important differentiating factor in 2017.

"The search for white space, growth occasions and new product opportunity will be more important than ever for food companies and foodservice operators in 2017," says David Portalatin, VP, food industry analyst at NPD Group and author of "Eating in America." "Opportunities to grow and innovate are out there but the key to finding them in the coming year will be staying in touch with the consumer. They're the ones in charge."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



LIPMAN IN THE NEWS

Lipman's Virginia Farm Receives Conservation Award

The Annual Virginia Clean Water Farm Awards recognizes farmers who implement conservation practices and do their part to preserve water quality. The program is sponsored by the Virginia Department of Conservation and Recreation, in partnership with Virginia's 47 Soil and Water Conservation Districts. Grand Basin winners represent the most exceptional of these awardees. One winner is selected from each of Virginia's 10 river drainage basins. The winners' conservation practices and dedication to protecting natural resources make them role models for producers around the state.

Richard Davis, our farm manager in Virginia, is pictured below receiving this award at an event that was held in December. We're very proud of his daily efforts to take care of business and the environment!

Coastal

Richard Davis, Lipman Family Farms (Kuzzens Inc.)

*Nominated by the Eastern Shore
Soil and Water Conservation District*



Much of the 4,000 acres farmed by Lipman Family Farms in Accomack and Northampton counties is enrolled in the Virginia Agricultural Best Management Practice Cost-Share Program. All active cropland is buffered by at least 65 feet, which exceeds requirements of the

Chesapeake Bay Act. Abruzzi rye and winter wheat are planted in fall to protect cropland from erosion, and more than 20 grassed waterways divert nutrients and sediment to numerous retention ponds on the property. The use of organic controls such as chitin has reduced the use of traditional fumigants by a third, and an innovative evapotranspiration system helps keep beds moist without producing runoff. Through voluntary efforts and use of technology, Kuzzens Inc., managed by Richard Davis, lessens its impact on the community.



MARK YOUR CALENDAR & PACK YOUR BAGS!

March 13-15, 2017

Midwest Foodservice Expo
Wisconsin Center
Milwaukee, WI
www.wirerestaurant.org/expo

April 5-6, 2017

PMA Fresh Connections
Philadelphia Airport Marriott
Philadelphia, PA
www.pma.com/events

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