

On The Horizon

www.lipmanproduce.com/news-and-events/newsletters/

Market Update

Tomatoes: Florida continues to have relatively cool and rainy weather, which has not been kind to Winter tomato crops. Yields in current production areas are more than 50% less than projected due to poor fruit set from previous weather conditions. Larger fruit is very short this week, as most farms are working on 2nd and 3rd picks. While there should be a few more XL rounds next week as farms get into new plantings, the numbers are still expected to be very short. Due to the light fruit set on current areas of production, things will continue to be tight until Immokalee and Naples kick into gear in March.

Mexico's tomato production has also been impacted by cooler weather. Normally, round volume is picking up out of the more southern growing regions, but volume is very slow to come and product is short this week. A few more roma growers are beginning to harvest in the Sinaloa area, but overall production is 10-14 days behind schedule which leaves us short for another week or so. On the grape tomato front, production has been light due to holiday schedules, but should increase throughout the month if weather permits. Overall, color has been on the light side and quality is average.

Bell Peppers: The bell pepper market is heating up this week! Cool and rainy weather in both Mexico and Florida have slowed production and affected quality. Mexico's growing areas are in the part of the growing cycle between fruit sets and new peppers are slow to size up and be ready for market. As well, they are beginning to report some bruising and stem issues.

Green Beans: Green bean numbers have improved slightly in South Florida, increasing availability to the Eastern market. In the West, production has been steady out of

Guasave and Culiacan. However, some growers expect gaps in production as early as next week and these gaps could run through the month of January. Bean quality has been good in both areas this week.

Cucumbers: Cucumber production is light in Mexico. This is, in large part, due to weather patterns. Northern growing areas normally go through the month of January, but are finishing up now. Generally, Southern areas kick in toward the end of January, but growers have begun to plant a little later to avoid the market overlap. Unfortunately, we could see a gap over the next month or so as the weather hasn't cooperated with their plans. The East is seeing steady supply from Honduran import sources, with good quality on most lots.

Summer Squash: Yellow squash availability is very critical this week and looks to remain extremely short through the rest of this month. Florida won't see any significant volume until February when replanted crops reach maturity. Mexico's recent freeze impacted squash crops more than initial reports indicated. The freeze, and resulting bloom drop in northern growing areas, is now reported as widespread and could make this a long-term concern. Southern Mexico farms have moved into the light part of the production cycle and are seeing fruit with a lot of cosmetic quality issues. Both the East and West have a little more zucchini availability, as the fruit and plants are less susceptible to weather conditions. Growers also expect zucchini to rebound faster than yellow squash.

Chili Peppers: Production has decreased on chilies, as growers wait for good weather to size up the peppers. Quality & condition have been good, but size is a concern.

Transportation Facts

*The National Diesel Average fell another \$.02 this week and now sits at \$2.21 per gallon.

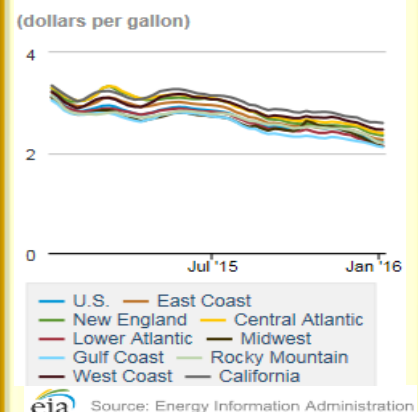
*The average price for a gallon of diesel fuel is \$.93 lower than the same time last year.

*Diesel prices dropped in all areas of the country except for the West Coast, where the price rose \$.01 per gallon. The Rocky Mountains enjoyed the largest dip in price, with a \$.03 per gallon decline.

*As usual, California reported the highest-priced diesel fuel of the week at \$2.60. The fuel bargain in the nation can be found in the Gulf Coast area at \$2.11.

*The WTI Crude Oil Price moved downward, falling 10.3% from \$37.87 to \$33.97 per barrel.

On-Highway Diesel Fuel Prices



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Restaurant Industry News DEVELOPING A FOOD DELIVERY GAME PLAN

By: Liz Barrett, www.restaurant-hospitality.com, December 28, 2015

According to the National Restaurant Association's 2015 Restaurant Industry Forecast, almost 74 percent of Millennials said they would order delivery from a full-service restaurant if it was available. For limited-service restaurants, the numbers were slightly higher—8 in 10 Millennials were interested in delivery. In this global shift toward convenience, is your restaurant ready to offer a delivery option?

"We've offered delivery since we opened in 2012," says Carla Gomes, owner of Cobblestone in Boston, which uses an in-house delivery option and receives 20 to 40 delivery orders per day via phone or online order. "When we first started we offered delivery all day, but have since pulled back and now offer it for dinner and catering."

Weighing the options

While you can definitely run a successful delivery service using all of your own staff like Gomes does at Cobblestone, there are other arrangements that will free up your time and staff as well as limit your liability. Third-party providers can set up your delivery website, provide an ordering portal and even deliver your food for you.

Firms such as GrubHub and EatStreet provide a place for customers to find your restaurant and order from your menu, eliminating the need to set up your own online ordering site or app. You'll still need to make your own deliveries when using these services, but they bring the orders to you. If you have an existing POS system, ask if there's a delivery service that easily integrates into your system before doing a lot of unnecessary research.

If you would rather hire an outside firm to deliver food, most

major cities have locally owned services that can handle deliveries. National companies such as Caviar from Square, which charges a mutually agreed upon percentage rate per order, can also help. "We're currently partnered with 1,500 restaurants in 17 markets across the U.S.," says Katie Baynes, corporate and product communications for Square. "A restaurant can be set up in about five days, and once a customer places an order, we dispatch a courier to the restaurant to pick up the meal and deliver it to their door."

Maya Jankelowitz, owner of Jack's Wife Freda in NYC, has been using the Caviar app for three and a half years for about 15-20 delivery orders per day. "I enjoy the app's 'window shopping' for food, the simplicity of the ordering and the details provided all the way up until after delivery," she says. "Being on the app may also introduce us to a wider audience."

Pros and cons

Offering delivery *will* open you up to a wider—and possibly new—group of customers who crave the convenience of delivery, which is one of the best benefits of a delivery option.

Other perks that come along with offering delivery include increased revenue when you're able to sell more entrees without filling more seats, and increased exposure through online ordering hubs, websites, social media referrals, delivery menus and more.

The delivery game is not for everyone, though. You may find that there's a detachment from the customer that wasn't there before. "Naturally, the con to delivery is not interacting with the customer and hoping that the hospitality element is reflected in our food and packaging," says Jankelowitz.

Additionally, when you're delivering entrees that are normally served in-house (i.e. steaks, burgers, etc.), it can be tricky to deliver your best product at the start of a delivery program. "We deliver our food in warmers, so if someone orders a steak medium well, it continues to cook on the way to their house," says Gomes.

If you're just starting out with delivery, consider testing a portion of your menu that you're confident will travel well, since deliveries can take upwards of 45 minutes depending on your location.

"Start slow and don't offer delivery for the entire day at first," advises Gomes. Learn what you and your kitchen can handle before you ramp things up.

Finally, remember that every delivery order that goes out reflects your restaurant. Your customers should be just as satisfied with what they receive via delivery as they would be when walking through your doors.



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Lipman Fresh Cut provides the best of nature, cut fresh and packed for convenience.... year round. Our product-specific processing and patented packaging drives optimal shelf life – meaning you'll receive only the best product, every time. And this produce not only tastes good... it helps customers save valuable time in the kitchen, and the convenient packaging also reduces the risk of foodborne illness, by decreasing the opportunity for cross-contamination.



PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Fair-Good	Higher
Cucumber	Good	Steady
Eggplant	Good	Higher
Green Beans	Good	Lower
Lettuce-Iceberg	Fair	Higher
Jalapenos	Good	Higher
Onions	Good	Higher
Potatoes	Good	Steady-Higher
Squash	Fair	Higher
Tomatoes	Fair-Good	Higher

January Calendar

All Month

National Slow Cooker Month

Second Week

National Thank Your Customers Week

January 11th

Clean Off Your Desk Day

January 16th

International Hot & Spicy Food Day

Estero, FL Weather

Fri Jan 8	Sat Jan 9	Sun Jan 10	Mon Jan 11	Tue Jan 12	Wed Jan 13
79° F	81° F	77° F	68° F	70° F	72° F
64° F	66° F	55° F	55° F	57° F	57° F
SSW 8 MPH	SSW 13 MPH	NNW 8 MPH	NNE 7 MPH	N 8 MPH	NNE 9 MPH
Precip 30%	Precip 50%	Precip 70%	Averages	Precip 40%	Averages
74° F/52° F	74° F/52° F	73° F/52° F	73° F/52° F	73° F/52° F	73° F/52° F





An Apple a Day 5 WAYS YOU'RE SABOTAGING YOUR WEIGHT-LOSS RESOLUTIONS

By: Jennifer Van Allen, www.washingtonpost.com, January 1, 2016

This week, nearly half of all Americans will resolve to make 2016 the year they get fitter, faster and reach their feel-great weights. Indeed, weight loss and exercising continue to be among the most popular New Year's vows, according to a Marist Poll. It would be wonderful if the pounds melted off as soon as we ramped up our workouts and swore off sweets.

But many people find that weight loss isn't that simple or that linear. They get stuck in a weight-watching purgatory — dragging themselves through workouts and scrutinizing food labels — while the numbers on the bathroom scale stall or inch upward. To be sure, some of the initial weight gain is often due to water retention, says Jim White, a Virginia Beach-based dietitian and exercise physiologist. When you lift weights or run up a hill, the muscle fibers tear. The body responds by producing fluids full of white blood cells and nutrients to heal those fibers so you get stronger, says White. But for more people, the forces that drive the weight gain are much more complex. Here are some common weight-loss traps and how to avoid them.

You do too much too soon

Many people try to overhaul their diets while simultaneously logging monster workout sessions at a pace that's unsustainable. "People get all excited about counting calories, they overexercise and undereat, and it ends up being too much restriction," says exercise physiologist Jenny Hadfield, founder of coachjenny.com. "Three weeks after they start, they can't manage it, and the scale tips the other way." Without adequate fueling, workouts become a waste of time; with no energy to push their bodies faster, harder and longer, people can't make substantial fitness gains.

And the body rebels, Hadfield says. "When we drastically reduce calorie consumption and combine that with higher levels of exercise, the body adapts by lowering our metabolic rates." So you may drop pounds at first, but eventually you regain the weight, and then some. And there's new evidence that excess restriction messes with the body's hunger mechanism. In a study published in the December 2015 issue of *eLife*, when rats' meal times were limited, levels of the fullness hormone ghrelin plummeted and they ate twice as much.

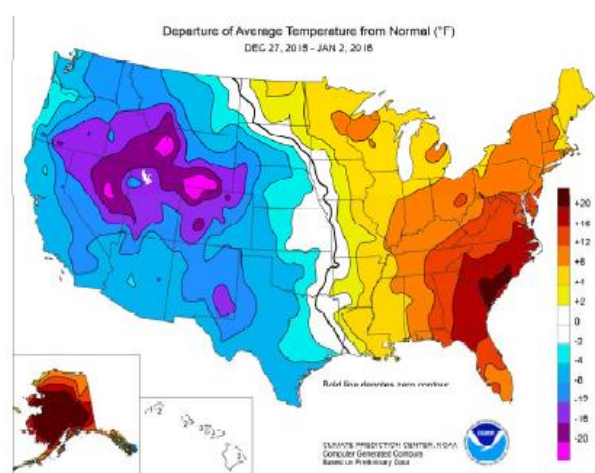
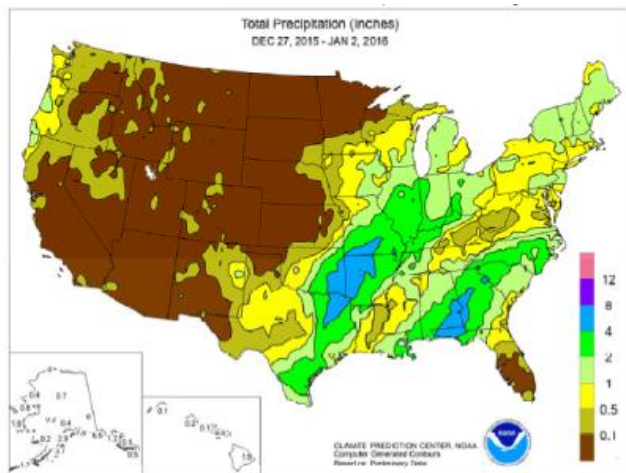
Hadfield says baby steps are often more effective. With exercise, do a variety of workouts: short easy aerobic efforts, endurance-building long sessions, strength and cross-training. And make one to two small dietary changes at a time. Give yourself time to adjust to each change before making another. "Even just a glass of wine can be the difference between maintaining and losing weight," says White. But don't get rid of the pre-workout nosh. White recommends eating a snack of 100 calories 30 minutes before exercise — say a piece of fruit, a cup of yogurt or half a granola bar. "You just don't want to be hungry, as that can cause you to be weak," he says. Experiment with different foods to figure out what gives you a boost without upsetting your stomach.

You adopt a diet off the shelf

Many people hitch their weight-loss hopes to a popular diet, declaring themselves low-carb, Paleo, or gluten-free without considering their own likes and lifestyles. If a diet requires consuming specialty foods that drain your wallet or make you feel chronically deprived, it isn't likely to last. "One-size-fits-all programs can be effective in the short term," says White, "but they can be too hard to follow and people often end up gaining weight back." Adopt an eating plan that you can afford and enjoy. And allow yourself a weekly treat meal. Just don't regard it as a "cheat" meal, White warns, which perpetuates a fear-based attitude about food. Indeed, research suggests that the idea of cheating can derail your diet. In a study published in the March 2014 issue of *Appetite*, people who associated chocolate cake with guilt reported less control over eating and were less successful at weight loss compared to those who associated the cake with celebration.

TO BE CONTINUED IN NEXT WEEK'S EDITION OF *On the Horizon*

NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





Keep Your Eye on the Consumer OVERALL HEALTHIER LIFESTYLE REPLACING DIETING TRENDS: NPD

www.progressivegrocer.com, January 5, 2016

Though dieting has been the oft-repeated New Years resolution for consumers looking to slim down, new research from The NPD Group reveals that many are opting to live an overall healthier lifestyle as opposed to restricting their habits through a diet.

Dieting in the U.S. has been declining over the last decade, according to NPD, with only about 22 percent of consumers who say they are currently on a diet.

To consumers, health is now more about the purity of the foods they eat versus the absence of negatives, such as fats, or even the presence of positives. The bigger picture is that consumers are seeking items which have had minimal processing, and are focused on avoiding “unnatural” elements, like artificial sweeteners, high-fructose corn syrup, preservatives, additives, and GMOs.

Overall, consumers are also eating more fresh foods, and NPD forecasts that this trend will increase over the next several years.

“This may not come as the best news for the dieting industry but consumers are looking for authenticity and simplicity as part of a healthy lifestyle, which, to them, has more ‘staying power’ than diets or fads,” said NPD analyst Darren Seifer. “To ensure future growth, food marketers will need to make sure to promote the fresh or natural elements of products to reflect consumer need for authenticity.”

Consumers' lack interest in traditional diets and calorie counting doesn't mean consumers are not interested in losing weight – most adults would still like to -- but their approach to doing is more often exercise and healthful eating. In fact, more than half of Americans under the age of 65 say they are exercising strenuously at least once a week; however, exercise rates are highest among those under 45.

<p>Mark Your Calendar & Pack Your Bags</p>	
<p style="text-align: center;"> March 3rd-5th, 2016 Southeast Produce Council's Southern Exposure Curio Diplomat Hollywood, FL www.seproducecouncil.com/se-2016 </p>  <p style="text-align: center;"> March 13th-15th, 2016 NRA's New England Food Show Boston Convention & Exhibition Center Boston, MA www.nefs.restaurant.org </p>	<p style="text-align: center;"> Created By Lipman <small>refreshingly dependable</small> </p> <p style="text-align: center;"> For Our Valued Customers <i>Visit our website....</i> www.lipmanfamilyfarms.com </p> <p style="text-align: center;"> Follow us on Facebook, Twitter and Instagram! </p> <p> Questions or comments about the newsletter? Contact : joanna.hazel@lipmanproduce.com </p>