



MARKET UPDATE

Tomatoes: Eastern tomato production remains light this week, with weather limiting volume and affecting quality in most growing areas. Tennessee and North Carolina got off to a late start and are running well behind harvest totals for the same time last year. Virginia farms continue to bring fruit to market as well, but yields and quality are less than desired. Overall, Eastern tomato crops could benefit from some consistently dry and temperate weather.

East Mexico is plugging along with light to moderate volumes on rounds and romas as overcast skies and rain slow production. Baja farms have experienced a cool down which has pushed production to bigger-sized rounds and limited availability on smaller fruit. Roma volumes are steady out of Baja, but light supply from other areas has shifted a lot of demand this direction. California's tomato production will lighten up over the next 7-10 days as growers begin to pick 2-4 times per week rather than 5-6 times. Heat has been a challenge and quality is fair.

Bell Peppers: Green bells remain snug throughout the country this week. Local deals in several Eastern states have begun, but overall volume remains light. Look for some relief when Michigan gets further into new crops next week. Overall quality is nice on the fruit that's available. Good news in the West- we are starting to see some light volume out of Stockton and Oxnard as growers begin to crown pick some new fields. Gilroy is also getting ready to start. Quality has been excellent and pack-out percentages have been higher on large or bigger sizes. There's not a lot of medium or choice in the mix at this time.

Cucumbers: Baja is bringing strong numbers of cucumbers to Western markets and it's expected to stay the same at least for another week. Currently many growers are behind

on picking and there are a lot of large and plains available. Quality is just okay, as shelf life has been affected by weather. Availability and quality have been steady in the East, with cucs coming from Michigan, New Jersey, New York, and other scattered local deals.

Summer Squash: The East continues to see a wealth of Summer squash from several areas and numerous local deals. Quality varies by grower/area, but there is ample supply of good fruit available. California's squash game is strong and should continue for the next few weeks unless growers walk away from fields due to depressed markets.

Eggplant: Western eggplant volumes are light as extreme heat continues to limit eggplant production in Fresno. Look for Stockton to add to the mix next week as farms begin to pick this weekend. Eastern buyers can find eggs in the Carolinas and New Jersey but overall supply remains light

Green Beans: Green bean volumes have improved in the East as New York and Michigan have begun to add volume to the mix. With four California areas in production, the West has ample volumes available to meet market needs.

Hard Squash: California is finally beginning to see a little more volume on hard squash. Fresno farms are building steam and Stockton is just now kicking off its season. Overall quality is nice. Meanwhile, the East continues to wait patiently for larger local deals and new growing areas to come into volumes.

Chili Peppers: Now that more growers have started in Baja and weather conditions have improved in Mainland Mexico, chili production has increased. However, some varieties in Baja are not producing as well others, which may affect availability in the future. Eastern supply is limited to scattered local deals and is generally light.

TRANSPORTATION FACTS

* The National Diesel Average inched up another \$.01 this week, moving from \$2.48 to \$2.49 per gallon.

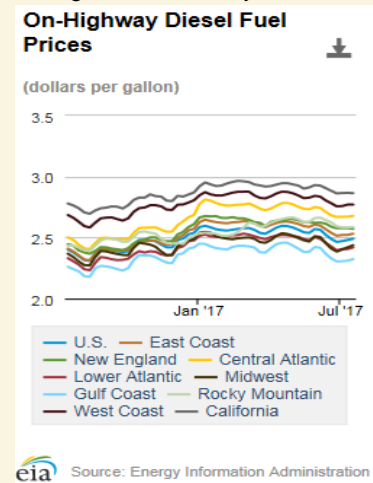
* The average price for a gallon of diesel fuel is \$.09 higher than the same time last year.

* Although New England and California reported very slight decreases in fuel prices, most regions posted upward adjustments of approximately \$.01 per gallon.

* California remains the high price leader for diesel fuel at \$2.87 while the Gulf Coast region continues to offer the best bargain at \$2.32 per gallon.

*The WTI Crude Oil price adjusted slightly this week, moving from \$46.08 to \$46.40 per barrel.

*Adequate numbers of trucks are available in active shipping areas throughout the country this week.



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RESTAURANT INDUSTRY NEWS

Survey Reveals Best and Worst Tipppers

By: Ron Ruggless, www.nrn.com, July 10, 2017

Who tips the best at restaurants? The rate-comparison website CreditCards.com teamed with a research firm in late June and found that the best tipppers were:

- Men
- Northeasterners
- Baby Boomers
- Republicans
- Those using a payment card

Those groups generally leave a median tip of 20 percent of the total bill at U.S. restaurants, the survey found. Women leave a median tip of 16 percent, and the median tip for Southerners and Democrats is 15 percent.

Princeton Survey Research Associates International conducted the poll from June 22-25, and interviewed 1,002 adults in the continental United States by telephone. The margin of error was 3.7 percentage points.

The survey results indicate “tipping is alive and well in restaurants throughout the nation and that tipppers are getting more generous,” said Matt Schulz, senior industry analyst for CreditCards.com. “That’s a great thing for those hard-working service industry folks because it means they’re likely to take a little more home at the end of the night than they used to.”

About 2 percent of those surveyed said they never left a tip in a sit-down restaurant, and 7 percent said they tipped “only sometimes.”

A number of full-service,

independent restaurants have tried a service charge or service-included model, but few chains have done so. In 2015, Joe’s Crab Shack tested the model in 18 restaurants, but pulled back from it in less than a year.

“The system has to change at some point, but our customers and staff spoke very loudly,” said Bob Merritt, then-CEO of Joe’s Houston-based parent company Ignite Restaurant Group. “And a lot of them voted with their feet.”

The survey found that four out of every five people always leave a restaurant tip, with the median being 18 percent of the bill.

Schulz said restaurants that try to eliminate gratuities “may face an uphill climb because tipping at restaurants is such an ingrained part of our culture.

“And the fact that customers are getting more generous with their tips means that if a restaurant tried to do away with tipping they might have to increase the wait staff’s pay a bit more than they thought to make up for it,” he said.

The study found that those earning \$75,000 or more a year were the most frequent and generous tipppers.

“Generally, it all comes down to income,” Schulz said. “The tie that binds all of those groups of big tipppers is that they tend to make a little more than their counterparts, and the more money you have, the more likely you are to leave a little extra on the table at the end of the night.”

However, at coffee shops, the tipping rate dropped significantly: 29 percent said they always tipped the barista, while 30 percent said they never did.

At restaurants, 59 percent of men said they leave a tip that exceeds 15 percent of the bill, versus 47 percent of women.

Geographically, 62 percent of those in the Northeast said they left a tip that exceeded 15 percent of the bill, followed by those in the Midwest at 57 percent, those in the West at 51 percent and those in the South at 46 percent.

Age also played a factor, with older diners leaving larger tips. Baby Boomers left 20 percent, Generation Xers left a median of 18 percent and young

Millennials, those ages 18 to 26, left a median of 16 percent. Median tips slipped to 15 percent for those 72 and older, the survey found.

About nine in every 10 of those who paid with credit cards said they always left a tip for the wait staff, but that dropped to 76 percent of those who paid cash. The groups that paid tips in cash were general those earning \$30,000 or less a year, as well as those residing in rural areas and 72 years or older.

NOTE: The information presented in this article does not necessarily reflect any opinions of the Lipman organization.



LIPMAN LOCAL IN PICTURES

This week's featured farm is Hess Farms in Chambersburg, Pennsylvania. Lipman has enjoyed partnering with the Hess family for over 15 years and is proud to be a part of their continued growth in capabilities and production. At the forefront of local grower food safety, Hess Farms has been GFSI certified for the past several years.



Hess' farm land is nestled among the beautiful, rolling hills of South-Central Pennsylvania.



In conjunction with other members of their community, Hess Farms also operates a charming farm stand.



Yellow and zucchini squashes are two of Hess Farms' staple crops each year.



Bell peppers as far as the eye can see!

PRODUCE BAROMETER

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



JULY CALENDAR

- All Month
National Watermelon Month
- Fourth Week
National Salad Week
- July 24th
National Drive-Thru Day
- July 28th
National Hamburger Day
- July 29th
National Lasagna Day

Hendersonville, NC Weather

Fri Jul 21	Sat Jul 22	Sun Jul 23	Mon Jul 24	Tue Jul 25	Wed Jul 26
90° F	88° F	84° F	84° F	82° F	81° F
70° F	72° F	72° F	70° F	68° F	66° F
NNV 5 MPH	VNVV 6 MPH	VNVV 7 MPH	VNVV 6 MPH	NV 3 MPH	NE 5 MPH
	Precip 30%	Precip 40%	Precip 40%	Precip 30%	Precip 20%

AN APPLE A DAY

4 Ways to Prevent Overeating While on Vacation

By: Barbara Spanjers, www.huffingonpost.com, July 17, 2017

If your waistband is tighter than usual after vacation, join the club. Although you may have eaten more than usual during your travels, it's totally normal to overeat sometimes. And tight waistband aside, it's pretty difficult to gain much real weight during a typical one-week trip. Some of that bloated feeling is likely water retention due in part to high-sodium restaurant meals. This is not permanent.

Large restaurant portions, oversized umbrella drinks, and a sense of "what the hell, it's vacation" aside, your body actually has some protections against the increased food intake. Yes, even deep fried candy bars. Your body likes to keep your weight within a 10-20 pound setpoint range, and will even boost your metabolism when you have gained a few pounds – all in an attempt to keep you within your acceptable weight range. Note: "acceptable weight range" is your body's decision, not yours. So rather than weighing yourself immediately when you return from vacation (or better yet, give your scale the permanent heave-ho), give your body time to readjust after vacation. You'll find that your weight will probably go back to what it was before you left town.

Even though your body resists long-term weight gain associated with one vacation, you may want to avoid the heavy feeling that comes with overindulging during your adventures. Here are some tips to help prevent vacation overeating.

1. Lose the "gotta get it while I can" mindset.

Yes, eating local delicacies is part of the fun of travel. But too often, the belief that you have to partake in *All the Special Food* leads to feeling overfull and sluggish. Rather than treating each meal like it's the last time in your natural life you'll be able to eat something delicious, appreciate that each meal gives you a chance to choose something that hits the spot at that moment. It is okay to not eat lobster every meal when you're in Maine, although my husband would disagree.

2. Remember, it's about enjoyment.

Having a free-for-all around food, even if only on vacation, easily leads to physical discomfort from overeating. It can also make you emotionally uncomfortable with feelings of regret, guilt, and believing you lack willpower. Honoring your hunger and satiety will boost your enjoyment of your meals by reducing the physical and emotional discomfort (guilt) that comes along with overeating. Even for iconic foods (think Philly cheesesteaks or New Orleans gumbo), stuffing yourself with extra food doesn't give you extra enjoyment. In fact, there's an inverse relationship between amount of a food eaten and pleasure. Each bite gives a little less enjoyment than the bite before. This is known as *habituation*.

3. Pay attention to your own experience.

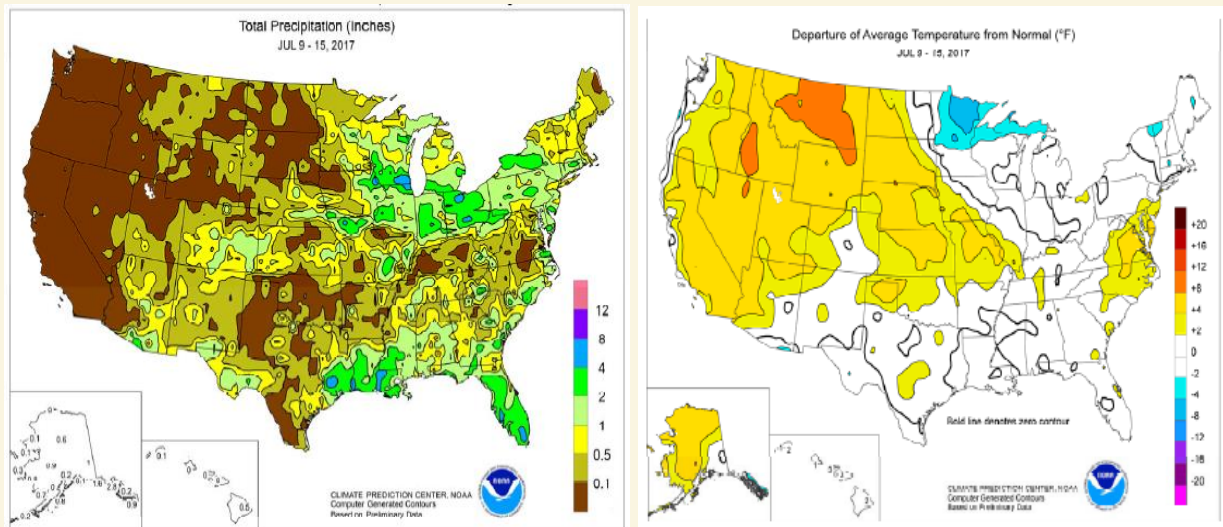
Most of us travel with friends, family, or coworkers. However, we tend to eat more when we're with other people. People pleasers are affected even more, according to a 2012 study. What can you do? Keep an internal focus on your own experience. Observe your hunger or satiety level. Order foods that are appealing to you, regardless of what others are ordering. Be mindful: pay attention to the food's texture, aroma, and visual appeal. A little bit of awareness can go a long way to prevent you from mindlessly matching the pace of your dining companions.

4. Keep the big picture in mind.

Maybe you had intentions of being "good" while you traveled, but those intentions bit the dust the instant you saw/smelled the Cinnabon kiosk at the airport. No sweat. Even if you eat way more while on vacation than you normally would, remember that your body will adjust to accommodate this short-term increased intake. It becomes a problem when you decide you've blown it, and you continue to eat beyond your body's cues when you return home. Black and white thinking can not only induce you to keep overeating once you return home, it can lead you to eat even more on vacation than you otherwise would. Any time you have a thought like "I blew it," it sets you up to have a food frenzy. But keep in mind that in the big scheme of things, the time you spend on vacation is a little blip of time. So eating a bit more as you travel, and not worrying about atoning for it later, is more beneficial than seeing eating on vacation as a sin that you need to do penance for when you get home.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

Growing Number of Consumers Shopping Online Only

By: Dan Orlando, www.progressivegrocer.com, July 19, 2017

Shopping frequency at traditional full-service supermarkets has dipped by 2% over the past year, a recent Food Marketing Institute (FMI) study found.

During the Food Retail Implications for U.S. Grocery Shopper Trends 2017 presentation, FMI shared that growth in digital-only and specialty retailers has begun to cut away at general brick-and-mortar's position as primary food destinations.

"E-commerce is substantially gaining users," David Fikes, FMI's VP, communications & consumer/community for affairs, said during the presentation.

Online-only food stores have jumped 6% in frequency of visits since last year. Driving that charge is the one in four consumers who shop at such digital outlets. This represents a more than 50% increase over the last two years.

Nearly half of all Millennials are part of this shift to exclusively digital stores, an 80% boost since 2015.

The findings underscore a somewhat bleak reality for traditional grocers, which are seeing the digital age cut into margins. However, the perimeter of brick-and-mortar locations can keep physical stores in the game.

The study found that Millennials prefer to buy fresh bakery items, meats, seafood, produce and refrigerated dairy foods at traditional stores despite much of the group's overall digital tendencies. The demographic also prefers to pick up non-prescription drugs at stores as well.

It's the center store that is fighting the hardest battle for traditional retailers.

Baby food, pet products, household cleaning items, salty snacks and sweets are most likely to head to Millennial homes via the web.

The data suggests that physical stores attempting to stave off growing digital popularity and patronage should look to trimming CPG and focusing on fresh perimeter offerings. They should potentially consider bolstering specialty items as well.

"It's one of those realities that we have to deal with and we have to understand that while we have defined food retail in a certain way for 50 years, it is being redefined for us," Fikes said. "We can either be a part of that redefinition or we can be left out of redefinition."

FRESH | TOMATOES  the best of nature™

MARK YOUR CALENDAR & PACK YOUR BAGS!

July 28-30, 2017
PMA Foodservice Conference & Expo
Portola Hotel and Spa
Monterey, CA
www.pma.com/events
Come visit Team Lipman at Booth 217!

October 22-24, 2017
Fast Casual Executive Summit 2017
Omni Nashville Hotel
Nashville, TN
www.fastcasualsummit.com

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