



## MARKET UPDATE

**Tomatoes:** Growers in South Carolina, North Florida and South Georgia continue to provide the Eastern tomato supply this week. Round volumes have been steady, although small sizes are very tight. Look for more foodservice-sized fruit to come as farms get into later fruit sets. Roma volumes remain light, while grape tomatoes are available in good supply. Overall quality is surprisingly good considering the amount of rain that Eastern crops have received.

Vine-ripe round tomato volumes continue to increase out of Eastern Mexico and Baja this week. With more mature green growers in California coming to the table, the supply outlook for rounds in the West is solid. Romas hit a bit of a short spot this week, as Baja experienced cool weather and some Eastern Mexico farms are beginning to wind down. Look for volumes to pick up next week as the temps rise in Baja and California growers get up and running. Grapes are plentiful from multiple growing areas in the West.

**Bell Peppers:** Western bell pepper production has made the transition from the California desert to Bakersfield, where volume is now going strong and quality is excellent. Supply will continue to increase as Fresno and Gilroy are on tap to start soon. In the East, both Georgia and North Carolina farms are in action. Supply has tightened up on larger sizes this week but should become easier over the next 7-10 days. Fruit quality is slightly challenged, as both growing areas have received inclement weather. Harvests will expand to local deals throughout the East near the July 4<sup>th</sup> holiday.

**Cucumbers:** With Mainland Mexico on the tail end of the season and Washington still a month and a half away, Western markets are depending on Baja for cucumber supply. Baja farms have been

shipping great quality and will continue to see volume increases until the 1<sup>st</sup> of July. In the East, Georgia and Carolina farms are holding down the fort on cucs. New Jersey has just gotten started and we anticipate multiple small local deals to be up and running over the next 7-10 days.

**Summer Squash:** Although Georgia is still working some squash, they are into the seasonal decline at this point, leaving supply to local and regional deals in several states. Overall, yellow squash is tighter than zucchini, mostly due to its more fragile nature and the effects of weather. Multiple areas are in production in California, providing a steady supply of nice-quality product to Western markets.

**Eggplant:** Eggplant numbers are limited from both the California desert and Fresno this week as cooler weather has slowed production. The next week should bring more eggs to market, as temperatures climb into the 100's. Eastern supply is coming from Georgia, where volume has been consistent and quality is average.

**Green Beans:** With Georgia having lost some crops and light start-up volumes from other areas, green bean availability and quality is limited in the East. It's also snug in the West, but should improve over the next 7-10 days as warmer weather comes to the growing areas.

**Chili Peppers:** Georgia's chili pepper volumes have increased, providing the East with some consistent availability on most varieties. Despite a variety of scenarios in the different Mexican and domestic growing areas, Western supply is holding steady. Quality is generally good, although there have been mixed reviews on jalapenos coming out of Santa Maria, CA. Look for Sonora to finish up a little early, as extreme heat has forced chili growers to pick ahead.

## TRANSPORTATION FACTS

\* The National Diesel Average plunged \$.04 this week, moving from \$2.56 to \$2.52 per gallon.

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

\* All areas reported price decreases this week, with the sharpest drop coming from the Midwest (down \$.05).

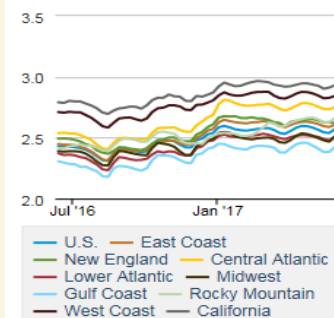
\* California remains the high price leader for diesel fuel at \$2.91 while the Gulf Coast region continues to offer the best bargain at \$2.37 per gallon.

\* After three weeks of relatively stable prices, the WTI Crude Oil price dropped 7.2%, moving from \$48.19 to \$44.73 per barrel.

\* Western shipping areas report transportation shortages, but trucks are available in good supply throughout the remainder of the country.

### On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

## ON THE HORIZON CONTENTS

An Apple a Day- page 2

Lipman Local in Pictures- page 3

Restaurant Industry News- page 4

News in the Grocery Trade- page 5

Produce Barometer- page 3

June Calendar- page 3

National Weather Spotlight- page 4

Pack Your Bags - page 5

## AN APPLE A DAY

### How to Survive a Barbecue When You're the Only One Trying to Eat Healthy

By: Keri Gans, [www.usnews.com](http://www.usnews.com), June 15, 2017

Ever go to a barbecue and feel like you are the only one who cares about healthy eating? While everyone else is munching away on chips, chowing down on burgers and throwing back one too many beers, you're stuck searching for the (nonexistent) veggie kabob and avoiding guests who are trying to feed you mayonnaise-drenched "salads."

Well first, congrats on trying to eat healthy. Second, know you're not alone. And third, realize that it is possible – I repeat: it is possible – to survive a barbecue without sabotaging your health goals. And keep in mind if you aren't 100 percent successful, it's OK; chances are there will be another barbecue around the corner to try again.

In the meanwhile, here are my nine barbecue season survival tips:

#### 1. Memorize these three words: "No thank you."

We all know food pushers: Those folks who are always piling (unhealthy) food on your plate without asking, or pestering you if you don't take what they consider is "enough." While they can be frustrating, I don't think they are trying to make your life difficult; in lots of instances, they associate food with love.

To let them down gently, remember: Only *you* have

the power to decide what goes in your mouth. You *can* refuse any food or drink that is offered to you. You *can* say, "I'm really trying to eat healthy" or "I have to fuel right for my workout class tomorrow morning" or "I'm totally satisfied." But the simplest, sweetest and most to-the-point answer? A good old-fashioned "no thank you."

#### 2. Be a social butterfly.

This is a social event, so be social. Not only is it more fun to mingle, but it's also hard to chat with others when your mouth is full of food. Focus less on what goes in your mouth and more on the words that come out of it.

#### 3. Stay away from the snack table.

It's all about positioning. Try to stand as far away as possible from the chips, cheese and crackers, pigs in a blanket or whatever your weakness is. Enjoy a cocktail and focus on tip No. 2.

#### 4. Grab a snack (at home).

If you know as soon as you get to the barbecue you are going to be starving, eat a snack before you leave your house. The last thing you want to do is have that cocktail go straight to your head. Alcohol can definitely lower inhibitions and if you want to stay on track, you need to avoid any potential interference.

#### 5. Bring a fruit salad.

Triple berry pie anyone? Not for you if you've offered to bring a fruit salad in advance. Contributing a healthy dish is a win-win for graciousness

and your waistline.

#### 6. Don't forget the veggies.

Of course there's no guarantee that a single veggie will be served at the barbecue, but if vegetables appear, make sure they are front and center on your plate. Just like with the fruit, you can offer to bring a mixed green salad. Who doesn't love a guest who comes bearing gifts?

#### 7. Try the one rule.

Keep yourself on track – and satisfied – by choosing one serving of protein (such as a burger, a piece of chicken, a hot dog or grilled shrimp) and one serving of a carbohydrate (such as a bun, potato salad or macaroni salad). Veggies are an exception to the "one" rule – the more, the merrier, as long as they aren't drowning in oil or some kind of mayo dressing. If they are, stick to one serving.

#### 8. Stay hydrated.

Make sure to drink plenty of water or seltzer throughout the barbecue. It will slow down your alcohol consumption and help fill you up. What's more, dehydration can cause you to mistake thirst for hunger and if you are trying to eat healthy, the last thing you need is hunger confusion.

#### 9. Have fun.

At the end of the day, what really matters is that you enjoy yourself. Healthy eating can be resumed tomorrow.







## LIPMAN LOCAL IN PICTURES



Our friends and partners at Perez Brothers report that tomato crops in the beautiful NC mountains are looking good!



Nothing better than the company of a group of New Jersey farmers!



Imperial Gardens in Wapato, WA is harvesting zucchini and yellow squash now. What a beautiful place!



Welcome to Larry and Trey O'Ferrell, our new local watermelon partners from North Carolina!

### PRODUCE BAROMETER

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



### JUNE CALENDAR

#### All Month

National Fresh Fruit & Vegetables Month

#### June 21<sup>st</sup>

Summer Begins

#### June 22<sup>nd</sup>

National Onion Ring Day

#### June 23<sup>rd</sup>

National Eat at a Food Truck Day

### Beaufort, SC Weather

Fri Jun 16	Sat Jun 17	Sun Jun 18	Mon Jun 19	Tue Jun 20	Wed Jun 21
90°F	88°F	88°F	88°F	86°F	90°F
75°F	75°F	75°F	75°F	77°F	75°F
SW 9 MPH	SW 9 MPH	SSW 10 MPH	SSW 11 MPH	SSW 10 MPH	SSW 9 MPH
Precip 50%	Precip 50%	Precip 40%	Precip 40%	Precip 50%	Precip 40%

## RESTAURANT INDUSTRY NEWS

### Off-Premise Boom Isn't Eating Dine-In Biz, Study Finds

By: Peter Romeo, [www.restaurantbusinessonline.com](http://www.restaurantbusinessonline.com), June 13, 2017

The boom in takeout, delivery and catering hasn't cut into on-premise restaurant dining, validating operators' contentions the newfound business is largely incremental, according to a new study of dining-out patterns.

Eating inside restaurants remains the top choice of restaurant patrons, with the portion of customers opting for dine-in service holding steady at 82% for the last three months, reports this year's edition of The Why? Behind the Dine. The report is a collaboration between Technomic, the research sister of RestaurantBusinessOnline.com, and Acosta, a grocery products marketing specialist.

The study noted the gap between in-restaurant and off-premise consumption of meals prepared outside the home is closing. Seven of 10 customers bought takeout meals or snacks in the last three months, and two of three used a drive-thru, according to the report. Delivery was the least used off-premise option, but half of patrons used that channel in the most recently concluded quarter, the study found.

Millennials and Gen Xers are particularly avid buyers of food and beverages for off-premise consumption. The report found that 56% of the total restaurant dollars spent by those age groups went toward takeout or delivery.

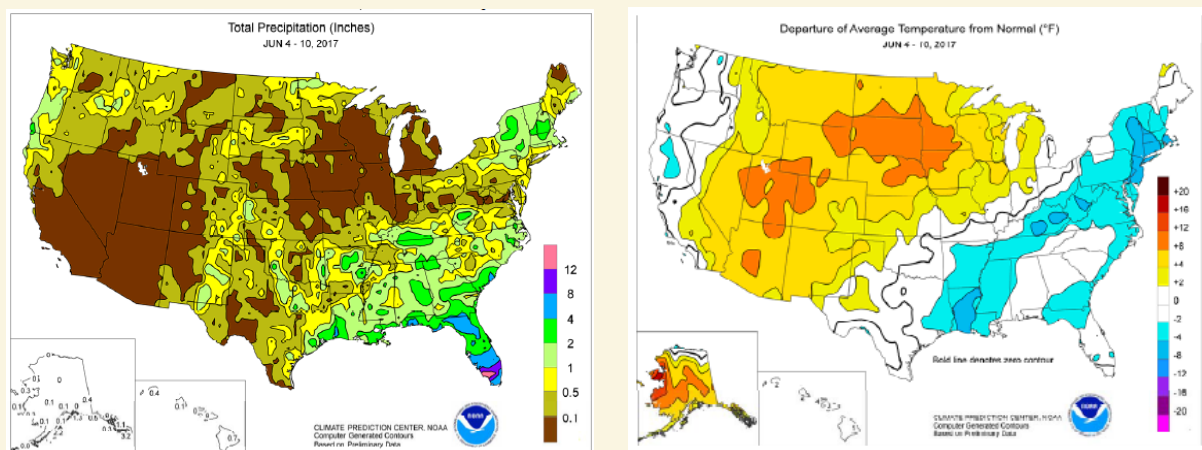
The Why? Behind the Dine presented a brighter picture of the restaurant industry than many recent gauges have. For instance, the research showed U.S. restaurant patrons now spend an average of \$144 per month on meals purchased from commercial kitchens, an increase of \$25, or 21%, from two years ago.

Most research reports have shown traffic abating and sales growth moderating, the result of people dining out less often. "While our research found that dining in at restaurants has remained flat year-over-year, U.S. diners instead indicated spreading their dollars across a variety of out-of-home channels," said Marianne Quinlan-Sacksteder, director of insights at Acosta's Center of Shared Business Intelligence. "Diners reported out-of-home food spending has increased significantly over the past two years, with increasing levels of diners indicating they are leveraging foodservice solutions beyond dine-in establishments."

The study also found that 53% of millennial restaurant patrons intend to increase the number of restaurant meals they buy during the coming year.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## NEWS IN THE GROCERY TRADE

### Shoppers Demand 'Clear and Honest Answers': Report

[www.progressivegrocer.com](http://www.progressivegrocer.com), June 12, 2017

Food Marketing Institute (FMI) has released its U.S. Grocery Shopper Trends 2017 analysis, which indicated that more than just information, American grocery shoppers hunger for transparency that engages them on such topics as food safety, health and wellness, new discoveries, and a closer connection to the food they eat.

FMI President and CEO Leslie G. Sarasin presented the findings before more than 400 of the industry's future leaders in Chicago at FMI's Future Leaders eXperience, taking place June 11-13 at McCormick Place.

"[Consumers] can handle the truth, and the information they do want to know, they want delivered in a clear, forthright, trustworthy and easy-to-find way that conveys some sense of vulnerability and openness," Sarasin said. "This is a crucial area because I think honest clarity is the currency of trust in the digital age."

While less traditional retailers enjoy more grocery traffic and shopper loyalty, the research found that 8 percent of shoppers still claim to have "no primary store." Limited-assortment (25 percent), natural (17 percent), convenience (11 percent), ethnic (11 percent) and online-only (11 percent) food stores are increasingly frequented by shoppers. These results were particularly significant, FMI, noted, because this year's research suggested how comfortable Millennials have suddenly become with using online shopping to purchase groceries, although they still order only a limited assortment of food products online.

Sarasin asserted that the unpredictable state of the marketplace necessitated a strategy to help transform a retailer from "just a store" to an ally. According to the research, overall shopper ratings of how well stores are meeting their needs favor those retail channels that lead in transparency, among them natural and organic, online-only, club, fresh-focused, and midmarket traditional grocery stores. Conversely, retail channels lagging in transparency include discount, convenience, supercenter, limited, dollar, drug and value-focused. Consumers continued to view their primary store also as a primary ally in their wellness pursuits (45 percent).

The analysis cited dimensions of transparency that could help retailers better connect consumers with the broader context of their food, notably a retailer that provides easy access to relevant information, clear quality standards, proactivity and accountability, fair treatment of employees, and openness about business practices. In fact, the findings showed that consumers ranked fresh-focused traditional grocery stores and natural and organic stores above value-focused traditional supermarkets across all dimensions of transparency.

Stressing that transparency imparts relevance to the retailer-shopper relationship, Sarasin observed, "In the competitive food retail landscape and in an age in which information moves faster and faster, the consumer demand for clear and honest answers offers a zip-line to confidence in the complex food system."

**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](http://www.pma.com/events)  
Come visit Team Lipman at Booth 217!

**September 12-14, 2017**  
NEPC Produce, Floral & Foodservice Expo  
Boston Convention & Expo Center  
Boston, MA  
[www.newenglandproduceCouncil.com](http://www.newenglandproduceCouncil.com)

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