



## MARKET UPDATE

**Tomatoes:** As Quincy winds down the Summer season, tomato production has already begun to transition up and over into newer growing areas. South Carolina has been going strong with good quality but will wind down over the next few weeks. Tennessee farms plan to break into roma fields this week, but won't begin round harvests for another 7-10 days. Local deals in several areas, including New Jersey, should come on board after the July 4<sup>th</sup> holiday. Romas continue to be very short in the East as acreage has been limited, but availability should improve as these new areas come to the table. Overall quality continues to be good despite pesky rain showers.

Eastern Mexico and Baja are hitting their stride and should have consistent volumes of vine-ripe round tomatoes for the next few weeks. However, roma crossings continue to be light in these areas due to weather, transitions between blocks, and a strong national market. California's mature green growers are working crown picks on both rounds and romas and are heavier to larger-sized fruit. With Baja in strong production and Central Mexico experiencing an upswing, grape tomatoes are readily available in the West.

**Bell Peppers:** Bell peppers are snug all over this week. Georgia's rain-affected quality is putting a rapid end to the season, shifting demand to other areas including local deals that are just starting or are a week away. Look for more volume as larger local deals get up and running and/or deeper into crops. In the West, Bakersfield's pepper volumes lightened up due to high heat from last week. As the main pepper production area in the West, Bakersfield's shortage really puts the squeeze on availability. More fruit should be coming next week as Fresno breaks fields and LeGrande begins to pick up steam.

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**Cucumbers:** With Mainland Mexico at the very end of the season and Baja's volume limited from cooler weather and overcast skies, the West is short on cucumbers this week. Quality has been affected by previous high heat, making a tough situation tougher. Expect some relief next week if weather cooperates. Eastern markets are also in short supply as production areas make the transition from Georgia to points north. Light volumes are available in scattered areas as local deals get up and running, but demand far exceeds supply. Look for better numbers to come from Michigan New Jersey and other areas in the next 7-10 days.

**Summer Squash:** Summer squash availability in the East is scattered with product in many hands and in many areas. Zucchini volumes are stronger than yellow, but both should improve next week. Western markets are enjoying good availability on both colors out of California, but may see a light spot next week as growers transition between blocks.

**Eggplant:** The West is still short on eggplant, waiting for Fresno to ramp up volume. In the East, Georgia has good volumes but quality is just average. Better fruit is available in the Carolinas, where volume should be steady through July.

**Green Beans:** Green bean supply is improving in the West, as Brentwood, Fresno and Watsonville have had good weather. Eastern beans are extremely short as current production areas are experiencing planting/harvest skips this week.

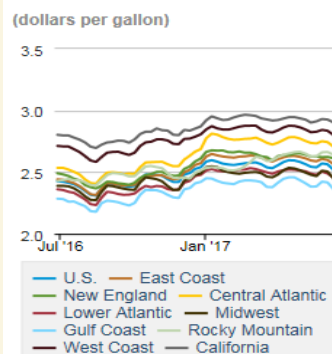
**Chili Peppers:** Western chili pepper sourcing is challenging this week. Mainland Mexico is on the tail end of the season with less-than-perfect quality and sporadic volume. Baja is experiencing light supply as growing areas transition, but quality is very nice. California also has some product available, but there is less acreage planted and fruit is showing effects of earlier heat.

## TRANSPORTATION FACTS

- \* The National Diesel Average dropped another \$.02 this week, moving from \$2.49 to \$2.47 per gallon.
- \* The average price for a gallon of diesel fuel is \$.04 higher than the same time last year.
- \* All areas reported price decreases this week, with the sharpest drop coming from the Rocky Mountains (down \$.03).
- \* California remains the high price leader for diesel fuel at \$2.86 while the Gulf Coast region continues to offer the best bargain at \$2.31 per gallon.
- \* The WTI Crude Oil price rose 3.5% this week, moving from \$43.23 to \$44.74 per barrel.

\*Transportation continues to be shy in South Carolina and at Mexico crossings through Texas, but is available in adequate supply in the remaining shipping areas throughout the country.

### On-Highway Diesel Fuel Prices



Source: Energy Information Administration

## KEEP YOUR EYE ON THE CONSUMER

### Generational Preferences Drive Menu Development, Flavor Trends

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

Generational flavor trend analysis is based on the premise that members of an age group are molded by the shared social, cultural, economic and technological influences of their times. Understanding their mindset, experts say, is key to restaurant marketing and menu making.

Vast data has been collected about generational preferences. For example, when it comes to brand loyalty Nielsen's Global New Product Innovation Survey say nearly six in 10 global respondents (59 percent) prefer to buy products from brands familiar to them, while 21 percent say they purchased a new product because it was from a brand they like. Meanwhile, American Express says millennials — driven by social media — tend to be more brand loyal than any other age group, with 62 percent of millennials saying they tend to only ever buy a preferred brand. But for simplicity's sake, much of the data can be boiled down to a few main points for each of the principal groups.

**Generation Z** (born 1998-2012) No one is sure exactly what to expect from Gen Z consumers, who range in age from single digits to teens. But as their purchasing power increases, it is likely that they will make waves in the restaurant industry. That assumption is based on their racial and ethnic diversity, which is the greatest in American history, and their fluency with technology, which is unsurpassed as well. They are the first true digital natives.

Reflecting the multicultural influences that Gen Z members experience, their palates are sophisticated and drawn to spicy chips, condiments and seasonings, reports the National Restaurant Association. Gen Zers also look for plant-based menu alternatives, expert say. In addition they respond to such menu terms as "natural," "organic" and "sustainable." They are also enthusiastic snackers. Growing up with digital devices, they are likely to rely on social media interaction for food recommendations and flavor trends to an even greater extent than preceding generations.

**Millennials** (born between 1981-1997) The far-reaching trends of snacking, small plates, spicy flavors, customization and flavor mashups have been driven — if not invented — by millennials, which are defined as individuals approximately in their late teens to mid-30s. Pew Research pegs their numbers to be about 75.4 million this year, surpassing the baby boomers as the nation's largest living generation. Given their enthusiasm and sheer numbers, millennials exhibit behavior that has been shown to have a wide influence on foodservice marketing and menu development.

Take snacking, for example. For millennials, eating is a largely unscheduled activity with snacks and meals occurring throughout the day, according to a report this year by the Private Label Manufacturers Association. Sixty-two percent snack throughout the day and 47 percent average four or more snacks a day. Millennials have made bold, spicy flavors trendy. Note the Crispy Calamari with jalapeños, pickles and spicy remoulade at Dirty Habit, a bar-restaurant in the Kimpton Hotel Monaco in Washington, D.C. "I think the younger generation handles spicy food more," says Kyoo Eom, executive chef of Dirty Habit. He adds that they are also more likely to share small plates than other age groups.

Millennials delight in customizing their food and having it made to order. "They want it when they want it and the way they want it," declares Sally Sparks, vice president of consumer insights for Food & Drink Resources, a menu and product development company based in Centennial, Colo. And this is the generation that made global flavor mashups famous — everything from the cronut — a trendy croissant-donut hybrid — to Korean-Mexican tacos. "Older consumers might look at two very disparate ingredients and say 'Well, I like A and I like B, but I can't imagine them together, so I won't try it,'" says Sparks. "But millennials might think they would be really interesting together. They are just much more open to mixing and matching and experimentation."

Complex flavor layering — for example, menu items that contain both sweet and spicy components — also are a favorite of many millennials, experts point out.

**Generation X** (born 1965-1980) At Headquarters Beercade in Chicago, nostalgic foods reimagined by a chef resonate with 35- to 50-year-old patrons. An example is the Chianti-braised mini beef ravioli with gorgonzola served in a can, a whimsical riff on commercial canned pasta. However, the appeal of such a dish can transcend generations. "Somebody in their 40s will think that is cool and come back," says Scott Donaldson, executive chef of the arcade-bar-restaurant. "Somebody in their 20s will say 'That's awesome' and put it on Instagram."

Gen Xers were raised with a different attitude toward snacking than younger consumers, Abbott observes. "The boomers and Gen Xers, we tend to act on snacks as more of a treat, things that were occasional, not every day," says Abbott. "Whereas snacks today represent a right that the American consumer feels. It's a very interesting approach."

Like millennials, however, Gen Xers also can be adventurous when it comes to dining out, and appreciate more exotic, global influences like Asian and Latin American. They also respond to such menu terms as "fresh" and "authentic."

**Baby Boomers** (born 1946-1964) In their rush to court millennials, restaurant marketers should not neglect their former trendsetting darlings, the baby boomers. That is because these fiftyish and sixtyish consumers still have plenty of dollars and appetite for dining out, even though they are graying.

Although boomers appreciate robust fare, they are likely to be more interested in healthful eating and nostalgic menu items than in exploring new, must-taste menu sensations. Health and wellness are in fact on boomers' minds as they gravitate toward dishes that are high in whole grains, protein and calcium, or low in salt, saturated fat and cholesterol. However, boomers tend to have sophisticated palates and will not sacrifice flavor for better nutrition. Meanwhile boomers "are not quite as adventurous in global and ethnic flavors as millennials tend to be," says Melissa Abbott, vice president of culinary insights for The Hartman Group, a market research firm. "But they love to see the comfort foods that they grew up with made with higher-quality, cleaner ingredients."



## LIPMAN LOCAL IN PICTURES

With squash and cucumbers underway, Lipman's New Jersey local program has kicked off with a bang! Thanks to some good weather conditions and great farming, quality is very nice. Tomatoes, eggplant and bell peppers are all on tap to start within the next 7-10 days. Check out these pictures that were taken early this week. Go New Jersey!



### PRODUCE BAROMETER

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



### JULY CALENDAR

#### All Month

National Grilling Month

#### First Week

Be Nice to New Jersey Week

#### July 3<sup>rd</sup>

National Eat Your Beans Day

#### July 4<sup>th</sup>

Independence Day

National Barbecue Day

### Beaufort, SC Weather

Fri Jun 30	Sat Jul 1	Sun Jul 2	Mon Jul 3	Tue Jul 4	Wed Jul 5
88°F	90°F	91°F	91°F	91°F	91°F
75°F	79°F	79°F	79°F	79°F	79°F
ESE 6 MPH	WSW 8 MPH	WSW 9 MPH	WSW 7 MPH	WSW 7 MPH	WSW 8 MPH
Precip 50%	Precip 50%	Precip 40%	Precip 30%	Precip 30%	Precip 30%



## AN APPLE A DAY

### Brisk Walk Every 30 Minutes May Cut Heart Disease Risk

[www.business-standard.com](http://www.business-standard.com), June 27, 2017

Do you spend your day sitting for long hours? Beware, it may increase the risk of cardiovascular disease. Getting up and taking brisk walks for two minutes every half an hour may significantly lower the level of fatty acids that lead to clogged arteries, researchers say.

The study found that people who spend increasing time sitting may be at an increased risk of cardiovascular disease, diabetes or death from all causes.

On the other hand, short regular walking breaks, 30 minutes of continuous physical activity, and especially the two combined, could potentially improve people's metabolic health, the researchers noted in the paper published in the Journal of Clinical Lipidology.

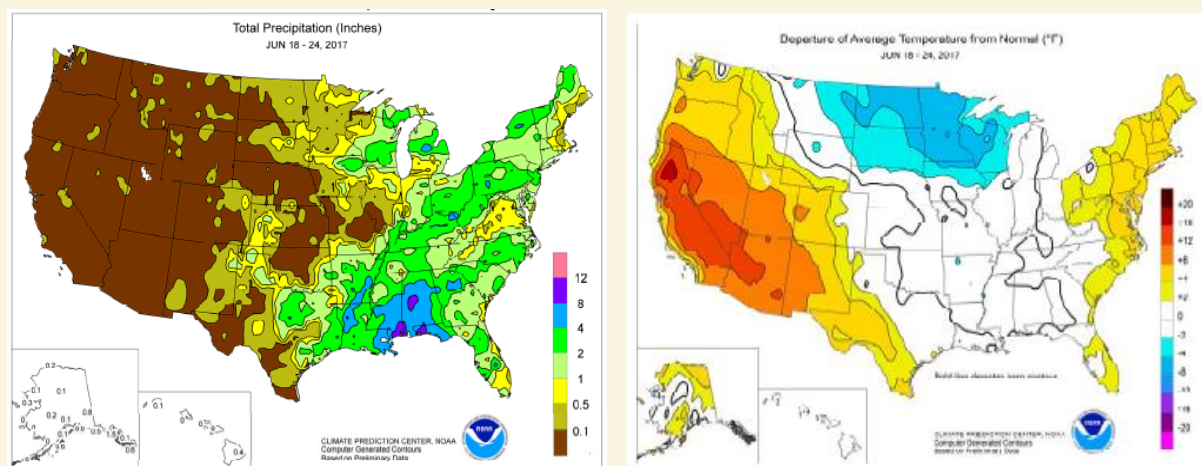
"We believe there is an important health message here -- the traditional half-hour block of moderate to vigorous activity is important, but so is limiting long periods of sitting by undertaking regular short bouts of activity throughout the day," said lead author Meredith Peddie from the University of Otago in New Zealand.

Previous studies have established that office workers taking brisk walks for two minutes every half hour lower their blood glucose and insulin levels.

"This approach, if maintained over months or years, may be enough to explain why individuals who regularly break up sedentary time have better cardio-metabolic health outcomes," Peddie added.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### Indulgent Language Sells More Vegetable Dishes

By: Tara Fitzpatrick, [www.restaurant-hospitality.com](http://www.restaurant-hospitality.com), June 22, 2017

Think fast: Which would you rather eat—carrots with sugar-free citrus dressing or twisted citrus-glazed carrots? If you're leaning toward the latter, you're not alone. In a study conducted over 46 days during last fall quarter in Stanford University's Arrillaga Family Dining Commons, different ways of labeling plant-based dishes were put to the test.

The study, which looked at how descriptive language affects food choices, was led by Brad Turnwald and co-authored by Danielle Boles and Stanford Psychology Assistant Professor Alia Crum, with collaboration by Stanford Dining's Jackie Bertoldo, senior manager of nutrition, performance and wellness.

During the study, a featured vegetable at the dining hall was labeled in four different ways: basic (carrots), healthy-restrictive (carrots with sugar-free citrus dressing), healthy-positive (smart choice Vitamin C citrus carrots) or indulgent (twisted citrus-glazed carrots). No matter how the carrots were labeled, they were prepared and presented exactly the same.

The flavorful and indulgent language was the clear winner, enhancing the number of students who ate them by as much as 25 percent compared to the basic label, and 41.3 percent compared to healthy-restrictive labels.

A similar study, conducted in the United Kingdom by behavioral science graduate student Linda Bacon, tested whether placing plant-based dishes in their own separate vegetarian section on a menu would influence ordering.

The research team created different versions of one menu and tested it on 750 adults who usually eat meat and/or fish. With an online survey, people were asked which dish they would select if they were at a restaurant dining with friends. In one version of the menu, plant-based dishes were among all the other dishes in a single list, at the top and bottom of the list. The second version of the menu grouped two plant-based dishes together at the bottom of the menu, in a separate section under the heading "Vegetarian Dishes."

The results were striking. When the veggie dishes were mixed in with the other dishes, 13.4 percent of people ordered the plant-based choice. When the plant-based dishes were segregated into their own section of the menu, people were 56 percent less likely to order them, with only 5.9 percent choosing either risotto primavera with peas, mushrooms and lemon or ricotta and spinach ravioli with asparagus, butter and sage sauce.

<p><b>MARK YOUR CALENDAR &amp; PACK YOUR BAGS!</b></p> <p><b>July 28-30, 2017</b>  PMA Foodservice Conference &amp; Expo  Portola Hotel and Spa  Monterey, CA  <a href="http://www.pma.com/events">www.pma.com/events</a>  <i>Come visit Team Lipman at Booth 217!</i></p> <p><b>August 9-11, 2017</b>  Global Sustainability Summit  Renaissance Nashville Hotel  Nashville, TN  <a href="http://www.fmi.org/sustainabilitysummit">www.fmi.org/sustainabilitysummit</a></p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> <p>Visit our website... <a href="http://www.lipmanfamilyfarms.com">www.lipmanfamilyfarms.com</a></p> <p>Follow us</p> <div> </div> <p>Questions or comments about the newsletter?  Contact: <a href="mailto:joanna.hazel@lipmanproduce.com">joanna.hazel@lipmanproduce.com</a></p>