



MARKET UPDATE

Tomatoes: South Florida tomato crops continue to produce light volumes as we move toward the transition to more northern growing areas. Both quality and volume are expected to improve in 2-3 weeks when Palmetto/Ruskin comes to the table.

In Mexico, roma and round supplies are lighter than usual as much of the fruit that would have come off this week was picked previously. Fruit is beginning to size down but quality remains acceptable. With multiple areas in production, grape tomato supply should be consistent through the end of the month. Western Mexico's grapes are showing some softness, color, and shriveling concerns, but other areas report good quality.

Bell Peppers: With yields affected by previous weather, Florida growers are shipping light volumes on bells. Larger sizes are becoming scarce but the situation should improve in 10-14 days when growers get into new blocks. In Mexico, Culiacan is moving toward the end of its season with quality and condition concerns becoming more prevalent. Escuinapa will harvest through May and will overlap with the California desert when it starts in late March/early April. Retail-sized fruit is commanding a premium as size is dropping off in most crops.

Green Beans: Florida's green bean supply remains light this week with quality concerns reported. However, Southern Mainland Mexico expects to have good supply through the end of the month. Quality varies by grower but is mostly acceptable.

Cucumbers: With offshore cucumbers on their last leg and

Florida's Spring crop still another two weeks away, the East is looking to Mexico for cucumbers. Unfortunately, Mexico has limited supply, especially on larger sizes. Relief is on the way at the end of the month when Baja and Northern Mexico begin new crops.

Eggplant: With rain affecting harvests, Mexico's eggplant supply is lighter this week. Florida's production is also light as growers wait for Spring crops to kick off.

Summer Squash: Squash production in Mexico is transitioning from Southern to Northern growing zones. New crops have started in a light way, but supply is significantly short of demand. Good-quality yellow squash is especially tough to find, as most crops are yielding #2 grade product. Volume is expected to pick up on both yellow and zucchini in a few weeks when Guaymas and Hermosillo get past early picks and into stronger numbers. Florida's squash yields are very light due to prior weather and significant quality concerns.

Hard Squash: The East is still seeing some import hard squash, but those crops are winding down quickly with quality and sizing issues. In Mexico, new Spring crops are underway. Storage fruit from older crops is also available but numerous quality concerns are rearing their ugly heads.

Chili Peppers: Most of Mexico's chili pepper production is currently coming from the Sinaloa area. Growers are on the 3rd or 4th picks, but continue with steady volumes on most varieties. Quality and condition vary by grower, but is good overall. Tomatillos have been plentiful, but will likely tighten up due to recent rains. Sonora's Spring crops are on tap to begin in 2-3 weeks.

TRANSPORTATION FACTS

* The National Diesel Average rose \$.03 and comes in at \$2.02 per gallon this week.

* Despite the price increase, the average price for a gallon of diesel fuel is \$.92 lower than the same time last year.

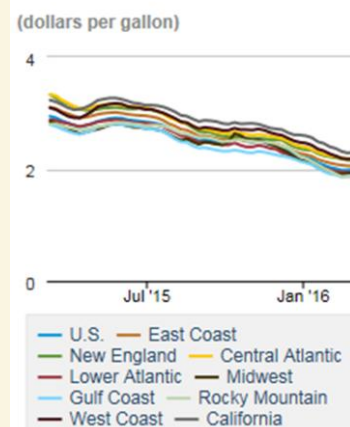
* Diesel prices rose in all areas of the country with the exception of New England, where it remained relatively stable.

* California reported the highest-priced diesel fuel at \$2.32. The fuel bargain in the nation can be found in the Gulf Coast area at \$1.91.

* The WTI Crude Oil Price rose substantially (10.8%) this week, increasing from \$34.57 to \$38.29 per barrel.

* Trucks are readily available throughout the country with a surplus reported in many production locations.

On-Highway Diesel Fuel Prices



ON THE HORIZON CONTENTS

Restaurant Industry News- page 2
Spotlight on Lipman- Manteca- page 3
News in the Grocery Trade - page 4

Produce Barometer- page 3
March Calendar- page 3
National Weather Spotlight- page 4

RESTAURANT INDUSTRY NEWS

8 Steps to a Greener Restaurant

By: Lisa Jennings, www.restaurant-hospitality.com, March 3, 2016

Because they deal with food every day, restaurant operators are arguably more aware than most of the impact of climate change. Water shortages, drought, rising temperatures and shrinking glaciers all increasingly affect the availability and quality of ingredients.

All the more reason for restaurant operators to take steps to reduce their own carbon footprint, say consultants Jill Doucette and J.C. Scott.

Doucette is founder of Victoria, BC-based Synergy Enterprises, a corporate sustainability management firm, and Scott is an eco-designer of restaurants and resorts.

Both argue that going green is good for business. Not only will restaurant operators save money in the long run, but developing environmentally sound policies also helps improve both employee retention and customer loyalty.

Here are Doucette and Scott's top eight ways to green your business:

1. Rethink purchasing to reduce waste. Restaurants produce large volumes of waste that can result in high monthly trash removal fees, though much of that waste could be avoided or diverted, said Doucette.

It's generally more expensive to order ingredients in single-use packaging, which also creates more costly garbage. Look for ways to reduce packaging and buy local. The farther ingredients have to travel, the more packaging and energy required.

2. Audit energy needs. From lighting to hot water use, restaurant operators should conduct audits to see how much they're using and where they can change.

New technologies, like LED light bulbs, might cost more initially but they use 75 percent to 90 percent less electricity and last an average of 25 years. Installing foot-operated on/off switches at wash stations reduce water waste when hands are full. "These things are measurable, and we like measurable changes because the bean counters can see what's working," Doucette says.

3. Switch from paper towels to air hand dryers. Using paper towels can be 10 times more expensive than the cost of electric hand dryers, said Doucette. Paper towels also add to the waste load.

4. Buy Energy Star-rated equipment or better. In some regions, rebates or grants might be available for early adopters. There has been a lot of research into appliances and fixtures and credible agencies can identify which are the most effective, says Doucette.

5. Track and share utility use. Keep a weekly or monthly tally of your energy consumption, waste costs and water use and share results with management on a regular basis. "The more people measure their results, the more they're incentivized to go further," said Scott.

Restaurants can also reward general managers for reducing utility use, and get employees involved at all levels. "Restaurants are largely populated by young workers

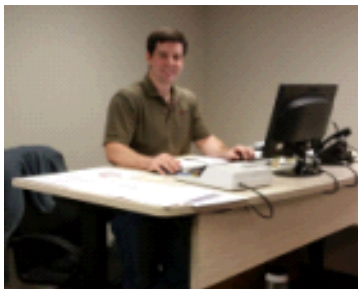
who have a high awareness of the environment, and they really get behind these programs," Scott notes.

6. Look for lower-impact patio heating. Doucette said propane patio heaters often are a problem area when there are better technologies available, including infrared heaters or even photovoltaic panels on the roof in sunny spots. "The idea is to move away from fossil fuels," says Scott.

One simple solution: only turn on patio heaters when needed. "Restaurants often turn them on when they open and there's no one sitting under them for six hours," said Doucette. "A lot of sustainability has to do with opening and closing duties."

7. Green your building. Scott contends that restaurants can be designed in ways that have a huge impact. Putting in skylights can reduce the need for daytime lighting. Awnings over windows can cut the need for air conditioning. And proper ceiling insulation can help reduce both heating and cooling costs. Scott is a fan of rooftop gardens, where possible, because they combine the benefits of insulation and fresh ingredients.

8. Tell your story. Restaurants can be hugely influential in their communities. Seeing environmentally friendly practices in place at a restaurant can inspire guests to make changes at home. "There's a real ripple effect," says Doucette.



SPOTLIGHT ON LIPMAN KNOXVILLE, TN

Located at the foothills of the beautiful Smokey Mountains, Lipman's Knoxville, Tennessee location has provided retail and foodservice customers with fresh tomatoes and vegetables for many years.

The best person to ask about the history of this location is Brenda Johnson. David and Martha Fine hired Brenda as their accounts payable clerk when they started Bonanza Produce in the 1970's. Now handling office manager responsibilities, Brenda has been a steady presence and helped to make the transition seamless when Lipman bought Bonanza in 2006.

Over 110 team members work each day to repack and deliver products that meet customer specifications. Although this is one of Lipman's least automated facilities, its productivity is a testament to the work ethic and quality of its people.

Lipman Knoxville donates to and participates in several charity functions/organizations each year, including the Second Harvest Food Bank and the Fraternal Order of Police children's camp.

The facility's general manager, Ben Branscomb, leads a relatively young management team and attributes their success to the team members and their ability to work together to meet common goals.

PRODUCE BAROMETER

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



MARCH CALENDAR

All Month

Great American Meatout Month

Third Week

National Agriculture Week

March 13

Daylight Savings Time Begins

March 15

National Agriculture Day

Estero, FL Weather

Fri Mar 11	Sat Mar 12	Sun Mar 13	Mon Mar 14	Tue Mar 15	Wed Mar 16
84°F	81°F	81°F	81°F	81°F	81°F
63°F	66°F	66°F	64°F	63°F	66°F
SE 14 MPH	SE 11 MPH	S 11 MPH	SW 8 MPH	WNW 4 MPH	WVS 4 MPH
Averages 80°F/56°F	Averages 80°F/56°F	Precip 30% Averages 80°F/56°F	Precip 30% Averages 80°F/56°F	Averages 80°F/56°F	Averages 80°F/56°F

NEWS IN THE GROCERY TRADE

Driving Health In-Store Requires Cooperation

By: Bridget Goldschmidt, www.progressivegrocer.com, March 9, 2016

Shoppers are taking charge of their health like never before, and the grocery industry is favorably situated to help them do so. "Consumer-driven health care is a trend that will only grow in prominence as more shoppers recognize and act on the personal connections they have between food selections and their health," affirms Sue Borra, a registered dietitian and SVP of communications and strategic planning at Arlington, Va.-based Food Marketing Institute (FMI). "Many food retailers are capitalizing on this trend and making the transformation to be a destination for health and wellness in the community."

"Grocers have a unique opportunity to become destinations for shoppers interested in changing their dietary habits: they are food experts, consumers trust their local store, and they have the frequency to effectively communicate with shoppers," notes Jeff Weidauer, VP marketing and strategy at Little Rock, Ark.-based Vestcom International Inc., which offers the HealthyAisles in-store nutrition marketing program.

"Since the nation's grocery stores understand shoppers' need for solutions in-store, grocers are identifying their own unique strategies that bridge the gap between food and pharmacy to help support their customers' overall wellness goals," says Borra. "We're witnessing more attention to health-and-wellness programs that benefit the shopper — more than 90 percent of our food retailers report programs related to community health events to healthy recipe development to cooking demonstrations to screening and counseling."

These types of programs tie in with the idea of becoming an integral partner in wellness. "Grocers have begun positioning themselves as an extension of the health care team, with the addition of on-staff registered dietitians and chefs who lead in-store nutrition and culinary initiatives, and by offering health monitoring services like blood pressure and blood sugar screenings," notes Jaime Schwartz Cohen, an RD and director of nutrition at Ketchum, a New York-based public relations and marketing agency. "To be seen as a healthy destination, grocers should look to offer services that align with a healthy lifestyle. This includes offering experiences like family activities, couples nights and yoga classes."

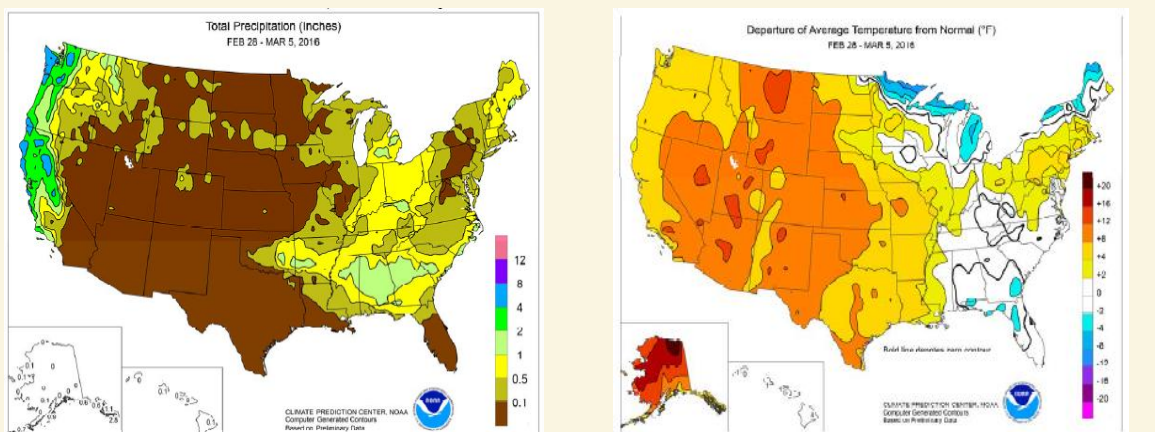
The perimeter is a great place to start, particularly produce, since it's often the first section shoppers encounter when entering a store. "Shoppers judge a retailer's commitment to their wellness by the quality and range of their fresh offerings," observes Carl Jorgensen, director, global consumer strategy — wellness at Stamford, Conn.-based Daymon Worldwide. "If the customer sees plenty of organic fruits and vegetables, including superfoods that are called out and described, the grocer is identified as a healthy destination."

Besides informing customers about the nutritional attributes of produce, grocers should tell them where it's from. "Local" is associated with fresher, healthier food, and the local claim is most important in the produce department," says Jorgensen, citing a recent Harris Poll. "Narratives and visuals about the farmers and their growing methods add to the healthy positioning."

This article has been edited for the allocated space. For the complete story, please see www.progressivegrocer.com

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

How Gen Z Looks at Health and Wellness

By: Laurie Demeritt, www.smartblogs.com, March 7, 2016

Millenials have certainly garnered their fair share of the cultural spotlight, and yet the next generation in the wings — Generation Z — is poised to make significant impacts in terms of their likes, dislikes, how they live and in their views on health and wellness. Children age 18 and younger are already 74 million strong (according to U.S. Census figures) and Gen Z already makes up 23% of the U.S. population. As a cohort, Gen Z is already the same size as millennials and boomers, and has surpassed Gen X.

Our special report on Gen Z teens, ages 14-17, finds that Gen Z kids share the same reliance on and ease with technology as millennials, many of whom are their older brothers and sisters. Technology is central to Gen Z health and wellness practices, as it is with almost every other aspect of their lives, and they don't hesitate to look up or ask their social networks for answers to health and wellness questions. Yet as teens, Gen Z's are guided and strongly influenced by their parents, many of whom are Gen X, as well as their teachers and coaches at school. Ultimately, Gen Z age and life stage play a large role in their perceptions of what health and wellness means, where to learn about it, and how to practice it.

Gen Z teens are not dramatically different from adults in their definition of health and wellness and how to achieve it. Raised with the perception that health and wellness is about holistic balance, this idea is second nature to teens, who are quick to acknowledge how factors like their social lives, emotional health, sleep and stress affect their eating, exercise and physical health. Balance emerges as the overall goal of health and wellness for them as it does for other U.S. adults, though physical health remains most important. For teens, good health is indicated by both looking good and feeling good, and they have a sense that these two should come together.

Gen Z's key health concerns are related to their life stage — getting enough sleep, managing stress, maintaining their grades, building self-esteem, and having time to socialize with family and friends. Stress is often top of mind for these notoriously over-scheduled teens — almost half are treating or preventing anxiety and stress, behind only skin problems and colds/flu, and ahead of weight issues. Exercise is a key stress management technique, and is in fact central to how teens manage a variety of health conditions, from weight issues to depression to sleep disorders. They know getting enough sleep is also key to stress management, and many teens take an active role in carving out time to get a good night's rest.

Today's teens also view exercise as an important part of a healthy lifestyle generally, but boys and girls tend to view exercise somewhat differently, in line with wider gender differences in exercise perceptions. Girls often see it as a way to build feelings of control over their body image and the guilt associated with eating, while boys are more interested in how exercise can help them build muscle and improve athletic performance. For both, however, technology is once again central to the experience of exercise, from inspiration to workout plans to entertainment.

Going forward, as more children are born in to Gen Z and as teens in this generation mature, marketers will need to remember that Gen Z kids are already highly proactive participants in health and wellness, so you'll need to act as a trusted resource and engage them through product, packaging and messaging. Gen Z kids think a lot about being 'balanced', consequently in foods and beverages, remember to deliver on fresh and less processed distinctions. Finally, since Gen Z believe that "all" information is at their fingertips, be transparent with ingredients and product sourcing.

MARK YOUR CALENDAR & PACK YOUR BAGS

April 17-19, 2016

PMA Foundation's
Women's Fresh Perspectives Conference
Loews Coronado Bay Resort
San Diego, CA
www.pmafoundation.com

June 20-23, 2016

United Fresh Produce Association
McCormick Place Convention Center
Chicago, IL
www.unitedfresh.org

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