



MARKET UPDATE

Tomatoes: Although current harvesting areas are in later picks, Florida farms continue to provide consistent volumes of round tomatoes. Sizing is down with larger fruit available, but on the short side until April 15th when Palmetto/Ruskin gets up and running with crown harvests. Romas continue at a steady, but light pace. Weather has slowed grape tomato production slightly this week, but numbers should improve over the next 7-10 days. Overall tomato quality is holding up nicely, but more sorting is necessary to remove fruit with wind scar and shape issues.

Mexico continues to provide more than adequate numbers of tomatoes to US markets. However, round growers in Mainland Mexico are heading toward the seasonal decline and we should see volumes lessen as we move into mid-April. Romas continue to transition from southern to northern growing areas. Overall volumes are somewhat lighter, as there are less growers in the northern zone. There is a mix of quality on romas as fruit is coming from both older and newer fields now. Although Mainland growers are hitting their seasonal decline on grape tomatoes, Central Mexico is providing consistent volume and Baja is just getting started.

Bell Peppers: South Florida's pepper crops are seeing lighter yields this week from both older and newer fields due to cool weather and some scarring concerns. Anticipate yields to improve over the next 7-10 days as the crops enjoy some warmer weather. Western markets are looking to Sinaloa and Sonora to meet pepper demand this week. Sinaloa is on the down-side of their season, while Sonora is harvesting from both Winter and Spring plantings. Quality and condition have improved, but larger sizes remain tight. Look for the

California desert to begin in mid-April.

Cucumbers: Honduras has just about wrapped the season up, shifting cucumber demand to Florida farms. Yields have been a little light this week, but we should see more acreage come online and warmer growing weather next week. Quality has been nice out of Florida thus far. Cucumber production remains light out of Mexico this week, as southern Mainland Mexico growers wait for Spring plantings to kick in. Baja has started in a light way as well. Both areas should see better numbers as we move into April. Quality and condition are nice on the fruit that's available.

Summer Squash: With more growers adding to the mix and good yields on early picks, the Hermosillo, Mexico area anticipates good supply and nice quality on Summer squash through the month of April. The majority of Florida's squash is still coming from the southern part of the state, where quality is an issue. Plant City is slowly starting up and should bring more product with better quality within the next few weeks.

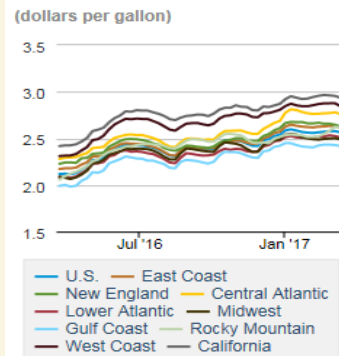
Green Beans: Florida bean yields have been lighter this week due to cool weather and wind scarring. As we move into late April/early May, this item could become especially snug as the crops on tap to start in North Florida and South Georgia have been damaged by the recent freeze. Mexico farms expect steady production for another 5-7 days, then a slow down as Western production begins to transition to domestic areas.

Chili Peppers: Sonora is working strong volumes on most chili pepper varieties. Quality is good, but there are some differences between growers/lots. Florida chili growers are in a lighter spot this week, but expect volumes to pick up as farms get into new Spring sets.

TRANSPORTATION FACTS

- * The National Diesel Average dropped \$.025 this week, moving from \$2.56 to \$2.54 per gallon.
- * The average price for a gallon of diesel fuel is \$.42 higher than the same time last year.
- * Prices declined in all reporting regions of the country with the most noticeable drop coming from the Gulf Coast (down \$.04).
- * California remains the high price leader for diesel fuel at \$2.92 while the Gulf Coast region continues to offer the best bargain at \$2.38 per gallon.
- * The WTI Crude Oil price fell less than 1% this week, moving from \$47.72 to \$47.34 per barrel.
- * Central/South Florida and Mexico crossings at Texas have slight truck shortages this week while the rest of the country has adequate numbers of trucks available.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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AN APPLE A DAY

Encourage Children to Become Intuitive Eaters

By: Monica Nagele, www.journalreview.com, March 17, 2017

During National Nutrition Month it is important to not only help the adults eat healthy but also our children. We spend many hours worrying about what we eat, and we exhaust ourselves thinking about how our kids won't eat their vegetables, and we just give up. Well don't give up and better yet, spend less time thinking about it.

I recently read a book about intuitive eating. It is all about how to eat without feeling guilt. If we listen to our bodies and only eat when we are hungry and stop when we are satisfied, we would all consume a lot less food. Just think about when your children were babies and nursing, they would scream out and tell you they are hungry, and when they push away they are finished. We have no idea how much the baby has eaten but yet we trusted them that they knew what they were doing. And that's because they did, children are natural intuitive eaters.

To help your children get back to intuitive eating or to never stop, it is important to make sure you offer plenty of options at dinner. Make several sides, including one you know they will eat and one that maybe you aren't sure. By putting it out there you might be surprised that they will try it and like it. It is important to put all items on the table at once and treat them as equal. This includes chips, desserts or any other food you might believe is a not so good food. By treating it all equal children will never

know that food is something they crave and desire because they aren't supposed to have it. If children already know, still do this. They will test you by eating only cookies for dinner one evening but the next night when they realize they are still there, they will begin to loosen up and realize they can eat all the other food too.

Many parents also complain about their child eating the same food over and over every night. Again don't stress about this, allow them to eat this same food, but again offer plenty of other options on the table. They will eventually tire of eating the same thing over and over and eat something new.

Guess what, you also don't need to be a cook to order chef. By offering two to three vegetables or several options everyone should find something they like. However, if they choose not to eat anything, place a plate of food in the refrigerator and when they tell you an hour later they are hungry pull out the same plate and allow them the chance to eat it then. As long as you have offered something you know they like, there is no reason for them not to eat what you have prepared. Once they learn, they aren't going to get a different snack they will begin to eat at dinner. If they aren't hungry when it is dinner time that is OK, they can eat when they are hungry. Children have small stomachs so they may become hungry more frequently than we as adults do.

Most importantly do not reward children with food. If food is given as a reward it teaches children that food is connected with something good and not as fuel for their body. This could lead to emotional eating and unhealthy relationship with food. Food as a reward is the quickest way to teach your child that vegetables or healthy food are bad and junk food is good. Instead of food as a reward allow them to have a sleepover, special time with a parent or close relative, time off from chores or extra privileges.

Allowing your children to participate in what they are having for dinner will also help in getting them excited for meal time. Instead of telling them they are having broccoli tonight ask them do you want broccoli or corn. They will feel like they got to pick, even though you were the one picking. Adding cheese is another great way to get children to try foods they thought they might not like.



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2017 LIPMAN 5K RUN FOR BACKPACKS



New for 2017: The Immokalee-area elementary or middle school with the most participants will win a free uniform shirt for each student at their school!



APRIL 22, 2017 ● GARY BATES STADIUM
 IMMOKALEE FOOTBALL STADIUM
 701 IMMOKALEE DR., IMMOKALEE, FL 34142
 ALL PROCEEDS BENEFIT THE LIPMAN BACKPACK GIVEAWAY

FREE JR FUN RUN KIDS 10 & UNDER

PRE REGISTRATION:
STUDENTS \$15
ADULTS \$25

DAY OF REGISTRATION:
ALL RUNNERS \$30

JR FUN RUN FOR KIDS 10 & UNDER IS FREE

Want to pre-register? Head to our website and sign up today!
www.lipmanfamilyfarms.com

PRODUCE BAROMETER

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



MARCH CALENDAR

All Month
 Optimism Month
Fourth Week
 National Cleaning Week
March 28th
 Something on a Stick Day
March 29th
 National Mom & Pop Business Owners Day

Estero, FL Weather

Fri Mar 24	Sat Mar 25	Sun Mar 26	Mon Mar 27	Tue Mar 28	Wed Mar 29
81° F	82° F	82° F	82° F	82° F	82° F
61° F	64° F	66° F	68° F	68° F	64° F
ENE 16 MPH	ENE 11 MPH	E 5 MPH	ENE 5 MPH	E 6 MPH	E 8 MPH
Precip 10%					

RESTAURANT INDUSTRY NEWS

Study: Consumers Willing to Embrace Emerging Technology

www.qsrmagazine.com, March 23, 2017

Oracle announced the findings of two research initiatives aimed at identifying consumer attitudes to new technologies and how their implementation will shape consumer behavior in the years to come. Insights from both the Oracle Hotel 2025 and Oracle Restaurant 2025 highlight that consumers are most willing to engage brands with new technology if they feel that they are in control of their experience and that hospitality operators should be wary of implementing automation without personal service. The Hotel 2025 and Restaurant 2025 reports audited 250 restaurant operators, 150 hotel operators, and 702 consumers in February 2017 on their reactions to technology's role in the guest experience over the next 8 years.

Recognition and Personalization Will be a Driver for Future Technologies

-33 percent of restaurant and 72 percent of hotel operators say that guest recognition via facial biometrics will be in use within the next five years.

-31 percent of restaurant guests and 41 percent of hotel guests will be more likely to visit an establishment with greater frequency if they are recognized by a server or associate without having to give their name or show a loyalty card.

-Both restaurant (49 percent) and hotel (62 percent) guests agree that having this recognition would improve their experience.

-28 percent of restaurant customers would visit more often and 45 percent said it would improve their experience if service was faster because they were recognized.

-42 percent of restaurant guests find suggestions based on health invasive and 68 percent find suggestions based on digital footprint invasive.

-47 percent of hotel guests agree that using artificial intelligence to suggest items based on past purchases would improve their experience.

-72 percent of hotel operators agree that AI-based systems that leverage guest preferences and buying history to make targeted dining recommendations will be mainstream by 2025.

Consumers are Warming to Voice-Activated Experiences

-36 percent of restaurant guests say ordering through a virtual assistant would improve experience and 17 percent would visit more often, along with 50 percent and 33 percent of hotel guests respectively.

-59 percent of hotel guests believe controlling their room via a voice-activated device would enhance the guest experience and operators agree. Hotel operators polled indicated that managing room control and ambiance management (78 percent) via voice activation would be widespread by 2025. Hotel operators also believed that ordering room or hotel services (70 percent) via voice activation would be adopted by 2025.

-Operators are keen on gathering customer feedback by voice; 61 percent of restaurant operators and 68 percent of hotels said this will be in use in the next 5 years.

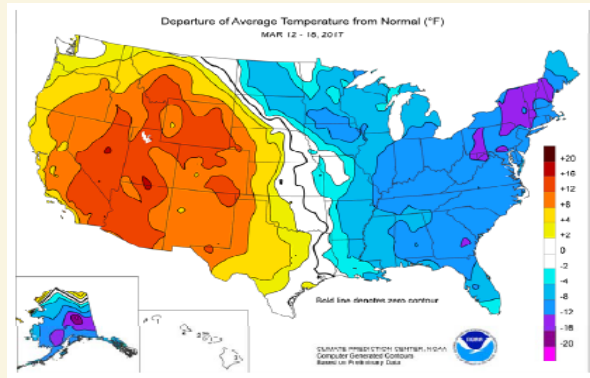
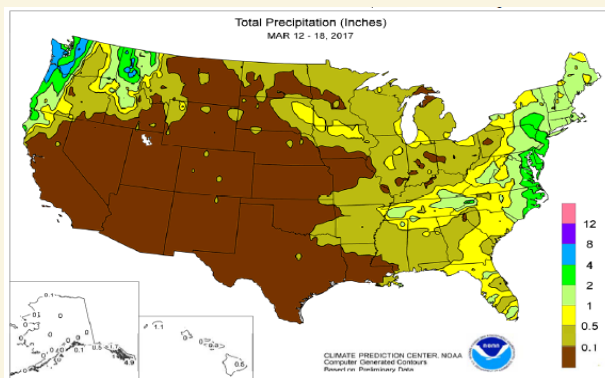
Operators Begin To Consider Investment in Wearable Technology

-51 percent of restaurants and 63 percent of hotels say staff activity monitoring via wearable device will be in use in the next 5 years.

-59 percent of restaurants and 78 percent of hotels say that staff checking into work and onto workstations via wearable device will be in use in the next 5 years.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

Consumers Seeking Seasonal Flavors Year-Round

By: Rebekah Schouten, www.foodbusinessnews.com, March 15, 2017

Sixty-seven per cent of consumers enjoy being able to consume specific seasonal ingredients year-round, according to new research from Mintel.

“Seasonal food and drink ingredients present a welcome opportunity for consumers to extend that special holiday feeling or escape the dreary winter days for sunny summer flavors,” Mintel said.

Seasonal flavors create an emotional connection with consumers, Mintel said, as 27% of Americans consider seasonal flavors to be nostalgic. Thirty-nine per cent of consumers associated seasonal flavors with the word “comforting,” 39% with the “special,” 33% with “warmth,” and 30% with “happy.”

As Americans associate seasonal flavors with being fresh, special and nostalgic, it seems consumers are less likely to connect seasonal with mass-produced items, but rather items that conjure up an image of being homemade and remind them of personal memories,” said Diana Kelter, food service analyst at Mintel. “There is an opportunity for restaurants to leverage seasonal claims in more unique ways and build off of the seasonal experience through the presentation and description of their dishes.”

When thinking about seasonal foods, 45% of Americans are most likely to consider seasonal flavors and ingredients to be fresh, and 78% consider seasonal dishes to be a treat.

Three in four consumers agree that dining out is a great way to enjoy seasonal flavors, with 70% saying they enjoy seasonal menu offerings at restaurants, Mintel said. Forty-two per cent even say they are willing to pay more for a seasonal dish when dining out.

Generations differ in where they prefer seasonal flavors and ingredients to appear. Within the baby boomer generation, 50% said they gravitate toward seasonal ingredients in salads. The iGeneration (ages 10-22) trends toward a shareable dining experience, Mintel said, as 50% of consumers in this age group said they favor seasonal appetizers and small plates.

Beverages are a popular segment for seasonal flavors for both millennials and the iGeneration. Forty-three per cent of American consumers prefer seeing seasonal ingredients featured in coffee drinks, Mintel said, rising to 53% of millennials and 57% of iGeneration consumers. Tea is gaining traction as a seasonal drink as well, with 34% of consumers claiming they look for seasonal ingredients in tea.

“Seasonal coffee drinks are an affordable indulgence that can add a bit of fun to an everyday routine such as the morning cup of coffee,” Ms. Kelter said. “Younger consumers are a core demographic for seasonal coffee drinks as millennials have been more exposed to third wave coffee trends, which includes more elevated offerings, artisan preparation methods and increased flavor trends.”

MARK YOUR CALENDAR & PACK YOUR BAGS!

April 5, 2017

PMA's Fresh Connections Retail
Philadelphia Airport Marriott
Philadelphia, PA
www.pma.com/events

April 9-12, 2017

Restaurant Leadership Conference
JW Marriott Phoenix Desert Ridge Resort & Spa
Phoenix, AZ
www.restaurantleadership.com

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