



MARKET UPDATE

Tomatoes: Florida's tomato situation is much the same as last week- steady, but very light supply on rounds, romas, and grapes. Although a few growers are getting started in South Florida, we don't expect a significant change in volume in the state until Ruskin/ Palmetto hits its stride in 2-3 weeks.

In Mexico, tomatoes are nearing transition time with production winding down in Southern areas and moving to Northern regions and Baja. Supply remains steady on rounds and romas with the full range of sizes available. Quality has been consistent and should continue to improve as we get further into crops from new growing areas. Grape tomatoes are a little tougher, as Mainland Mexico's quality and volumes are diminishing before Baja gets started in another 2-3 weeks.

Bell Peppers: Bell peppers continue to be a challenge throughout the country. The West is experiencing a painful transition from Mexican growing areas to the California desert. Mexico's size and quality are rapidly deteriorating and the desert is still a few weeks from significant volume. Florida's yields are down with volume and size on the short side. Both areas expect to see improved supply in another 2-3 weeks when new crops hit their strides.

Green Beans: Green bean volumes have improved significantly in the East, with new crops coming out of both South Florida and the Lake area. Quality is very nice. Supply is also better in the West. Guasave growers are into new fields, which should provide steady volume for 3-4 weeks. As well, the California desert will start up in a light way this weekend, building up to full volume in 7-10 days.

Cucumbers: Southern Mexico is going strong and continues to have nice quality and solid cucumber volumes. With Baja and Northern Mexico also into the game now, supply and quality should be very favorable over at least the next two weeks. Although there's not an abundance of supply, Florida's Spring crops are off to a solid start. Quality is good on the new crops, bringing a nice change from the tired import cucumbers.

Summer Squash: Several growing areas in Florida are into Spring squash crops now, but no real volume is coming from any one area. This will change in two weeks when Plant City growers ramp up volumes. As usual, zucchini is more plentiful than yellow squash. The West will look to both Hermosillo, Mexico and California for summer squash over the next few weeks with quality and volumes improving gradually.

Hard Squash: Offshore butternut squash are still available in the East, but spaghetti is lightening up and acorn is all but done. Florida's Spring crops should begin over the next few weeks to provide supply to the East. The West could see a gap on hard squash as Sonora's availability and quality are winding down quickly and Fresno, CA isn't due to start up until early May.

Chili Peppers: With the exception of poblanos, production is increasing on all types of chilies out of Mexico. There was a freeze in the major poblano production area, which will impact supply for at least the next several weeks. However, jalapenos are available in good volumes and could be promoted, if desired. Florida has very light volumes available but should see improvements in 3-4 weeks- right behind the bell peppers.

TRANSPORTATION FACTS

* The National Diesel held steady this week and remains at \$2.12 a gallon.

* The average price for a gallon of diesel fuel is \$.70 lower than the same time last year.

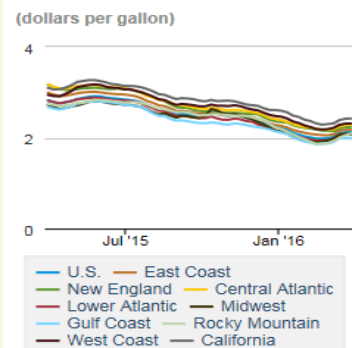
* Diesel prices rose slightly in all areas of the country with the exception of the West Coast and Midwest regions, where the cost actually fell \$.01 or less per gallon.

* California reports the highest-priced diesel fuel at \$2.43. The fuel bargain in the nation can be found in the Gulf Coast region where the price comes in at \$2.00 per gallon.

* The WTI Crude Oil Price dropped 3.75% this week, moving from \$39.79 to \$38.32 per barrel.

* Trucks are available in good supply throughout the country this week, with a few spots reporting a slight surplus.

On-Highway Diesel Fuel Prices



ON THE HORIZON CONTENTS

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AN APPLE A DAY

4 Surprising Ways Your Environment Affects How Much Food You Eat

By: Anna Almendrala, www.huffingtonpost.com, March 28, 2016

Context matters, and that's true of everything — even the food we eat. There are four major factors, other than the food on our plates, that affect the way we consume our meals. Once you're more mindful of the way these things influence your appetite, you'll be better equipped to construct the environment that best suits your eating style.

1. Larger plates (and portions) make you eat more.

It's said that we eat with our eyes first, and in this case, our eyes may also determine how much we eat. People who eat their food off larger plates, or are served larger portions of food, eat more than they normally would. Researchers from the University of Cambridge reviewed 60 studies and confirmed this effect, and the findings hint at an interesting solution for the problem: serving your food on smaller plates.

In line with this suggestion, nutritionist Lisa Young suggests serving salad and vegetables on larger plates to encourage people to eat more of the good stuff, while serving the main course on smaller plates. And researcher Brian Wansink of the Cornell University Food and Brand Lab suggests leaving the mains and starches in the kitchen when eating, which forces people to get up and walk if they want to get second and third helpings. Doing away with family-style service may not be as cozy, Wansink says, but it will cut down on food portions.

2. Altitude dampens your tongue's ability to taste food.

You're not likely to eat most of your meals on a plane, but knowing how altitude affects your taste buds may help you make healthier choices when you do fly.

A 2010 study commissioned by the German airline company Lufthansa found that being inside an airplane essentially numbs your tastebuds by interfering with that crucial smell-taste connection that helps us fully experience our food. Essentially, the dry, pressurized air recreates the conditions of having a cold by causing our mucus membranes to swell, blocking the connection between mouth and nose. Then the mucosal lining of your nasal cavity

dries up, which also prevents you from fully smelling the food. It all results in about a 20 to 30 percent decrease in perceptions of saltiness, and a 15 to 20 percent decrease in sweet, concludes the Lufthansa study.

To avoid a disappointing airplane meal — or worse, a meal the airline has jacked up with extra sugar and salt — try to plan your meals to eat both before and after your flight. And if your trip is too long to wait, pack your own healthy meal with fresh ingredients that you know you already like.

3. Loud music makes you eat faster.

Research from the mid-1980s finds that people actually chew their food faster the louder the music gets, and restaurants use this fact to their advantage if they want to increase the table turnover rate, according to a 2010 article from the Daily Beast.

The same thing is true for alcohol, too. A 2008 study found that when bars turned their music up (the songs were Top 40), men drank more beer in a shorter amount of time. Loud music also appears to make alcohol taste sweeter (and thus, might make people drink more), according to a 2011 study. Unsurprisingly, complete silence helps people eat less than they would if they distracted themselves with music or TV. Sound is just one of the many physical cues we use to determine whether or not we're full, and our habit of eating in front of the TV may be hindering it. A 2016 study found that the actual sound of chewing one's food contributed to a person's satiety, and that people who were distracted by sounds from earphones ate more than those who sat in silence.

And if you want to eat less food in a more relaxed, enjoyable setting, soft instrumental music is the way to go. Wansink from Cornell found that if he transformed fast food restaurants into fine dining experiences by altering the music type and volume, restaurant goers ate less and enjoyed their food more.

4. Eating in a group makes you eat more than you normally would.

The more people we eat with, the more we eat. In a 2000 review of social eating studies, John M. de Castro from Georgia State University notes that "meals eaten with one other person present were 33 percent larger than meals eaten alone, whereas 47, 58, 69, 70, 72 and 96 percent increases were associated with two, three, four, five, six, and seven or more people present, respectively."

That may be because people could be trying to match each other bite for bite, as this 2012 study found. The researchers observed, in 70 female pairs, that the women tended to mimic each other's eating style and number of bites eaten, especially at the beginning of the meal. Because the women were strangers to each other, the researchers suspect that they were trying to make a good first impression, reports CNN.

But this social eating effect may also depend on the type of person you eat with. De Castro found back in 1994 that increased social eating depended on the relationships at the table. Meals with spouses and family members were larger and faster. Meals shared with friends were also larger, but they lasted longer.

So do researchers advise everyone to eat their meals alone, in silence? Hardly. Eating dinner with your family and eating meals with others are hallmarks of a happy and healthy life.

But now that you're aware of how the social aspects of meals can affect your appetite, you may want to be more mindful while dining with friends or in big groups, or perhaps even more proactive. If you're meeting friends and family at a restaurant, for instance, Laura Manning, a clinical nutrition coordinator at The Mount Sinai Hospital in New York, says to immediately pack up half or a third of an ordered dish in a to-go container to prevent overeating. health conscious when ordering at restaurants," the CRA study reports.



SPOTLIGHT ON LIPMAN Lipman Run for Backpacks 5K

Get your running shoes warmed up and join us for the Lipman 5K Run for Backpacks on Saturday, April 23, 2016 at 8:00 a.m. With a Junior Fun Run following at 9:00 a.m., the whole family can be involved!

The race kicks off this year's Immokalee Harvest Festival and will follow the same route as the parade that begins right after the races. Awards will be given to winners in all age groups.

All proceeds of the race will benefit Lipman's 5th Annual Backpack Giveaway in August. This awesome event provides backpacks filled with school supplies (and other surprises) to children in Immokalee. If that isn't exciting enough, there's also entertainment, free food, complimentary haircuts and many other things to help us make sure children can be prepared and have fun as they head back to school.

Registration is easy and includes a t-shirt, race bib, and timing chip. There are three ways to register:

1. In person at Lipman's Immokalee office (315 New Market Road)
2. Online at www.raceit.com/search/event.aspx?id=36581
3. Follow the link on Lipman's website- www.lipmanfamilyfarms.com

Come help us kick off this year's Immokalee Harvest Festival and support the children of our community!

PRODUCE BAROMETER

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



APRIL CALENDAR

All Month
Fresh Florida Tomato Month
First Week
National Public Health Week
April 1
International Fun at Work Day
April 5
National Deep Dish Pizza Day
April 6
National Fresh Tomato Day

Esterro, FL Weather

| Fri Apr 1 | Sat Apr 2 | Sun Apr 3 | Mon Apr 4 | Tue Apr 5 | Wed Apr 6 |
|--------------|--------------|--------------|--------------|--------------|--------------|
| FOG | | | | | |
| 86° F | 86° F | 79° F | 79° F | 79° F | 79° F |
| 73° F | 70° F | 66° F | 64° F | 63° F | 61° F |
| SSW 12 MPH | SW 15 MPH | N 8 MPH | NE 6 MPH | N 9 MPH | E 8 MPH |
| Averages | Averages | Averages | Averages | Averages | Averages |
| 82° F/59° F | 82° F/60° F | 82° F/60° F | 82° F/60° F | 83° F/60° F | 83° F/60° F |

NEWS IN THE GROCERY TRADE

US Online Grocery Use Doubles in 2 Years

By: Steve Bishop, Brick Meets Click, www.retailleader.com, March 14, 2016

A new report from Brick Meets Click reveals how rapidly consumers are making online grocery part of their routine and how often they are using the service. In just two years, the percentage of shoppers that have bought groceries online in the past 30 days has doubled, according to the study that releases today.

The findings in ***How Consumers Are Using Online Grocery and What It Means for Retailers in 2016***, highlight what's at stake for the grocery industry. "The tide is rising. One in five U.S. consumers is now an active user of online grocery services, and these shoppers are a valuable group," says Bill Bishop, Chief Architect of Brick Meets Click and primary author of the new study. "Active users spend an average of 16% of their weekly grocery dollars online, and that grows to 64% on weeks they do a major online grocery trip."

The study results also shed light on *how* consumers are using online grocery. "Many retailers may be surprised to learn that when shoppers buy groceries online, they divide their shopping differently as they search for better ways to satisfy their needs," explains Bishop. Three distinct trip types emerged from the survey responses: (1) specific product shopping, (2) major grocery shopping, and (3) subscription-based shopping.

At 60% of trips, specific product shopping was by far the most common type of trip. Major grocery shopping accounted for 15% of trips, but it still represents a big opportunity for supermarkets because of its relatively large basket sizes (typically 21+ items) and higher rate of intended repeat purchases. Subscription-based shopping followed with 12% of trips.

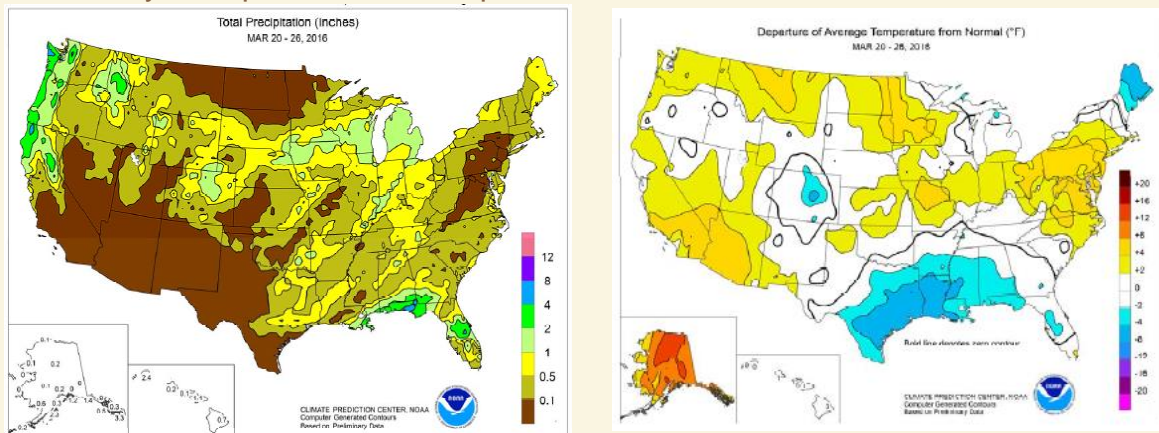
Completed in the 4th quarter of 2015, the survey of more than 12,000 grocery shoppers in three metropolitan areas across the country is a continuation of BMC's ongoing research into how U.S. shoppers are incorporating digital tools into grocery shopping. The company has been tracking consumers' online grocery habits since 2012.

Key findings from the new research include:

- Online grocery shopping is going mainstream: 41% of shoppers surveyed have given it a try at some point.
- Penetration has doubled: 21% of the shoppers surveyed bought groceries online in the month before the 2015 survey, up from 11% in 2013.
- Active users of online grocery services are spending a significant percentage of their weekly grocery dollars online – 16% on average.
- Specific product shopping for a limited number of products is the most common type of online grocery trip at 61%; the second most common is major grocery shopping with just 15% of trips.
- Major online grocery shopping and subscription-based trips create strong bonds with customers. Seventy percent of shoppers who described their last trip as "major grocery shopping" say they'll repeat with that retailer, and 76% of the subscription-based shoppers say so.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

Plug Into Gen Z Diners' Interests

www.restaurant.org

Defined as anyone born after 1995, Gen Z makes up about 26 percent of the population, the largest demographic since baby boomers. These young diners – 83 million strong – wield substantial spending power, and their flavor preferences differ from previous generations'.

At the National Restaurant Association's 2016 Nutrition and Internal Auditors Executive Study Groups, Kellogg's senior nutrition marketing business partner for specialty channels, David Grotto, analyzed data from Technomic's 2015 "Gen Z: Decoding the Behaviors of the Next Generation" report and shared tips for restaurants to connect with this group:

- **Make convenient, familiar food with a twist.** Often opting for on-the-go eating options and continuous snacking rather than consuming full meals during established dayparts, Gen Z frequently visits and favors quickservice and full-service restaurants. While this group is the most educated generation about nutrition, their food choices are driven by flavors, craveability and convenience, setting them apart from millennials. U.S. Census data shows that our population diversity is the greatest it's ever been, and this has impacted the sophistication of Gen Z's palates; for example, they are drawn to items like spicy chips, condiments and seasonings.
- **Acknowledge their influencers.** Family and friends often influence Gen Z's food choices, both in terms of purchase decisions and how to think about food. For younger Gen Zers, food choices must appeal to both the child and the parent. Make customer interactions memorable both in-store and in digital formats.
- **Be present and concise on social media.** Short, visual and conversational messages speak to Gen Z. On a weekly basis, Gen Zers most frequently check YouTube (12.2 times), followed by Instagram (7.7 times), Snapchat (6.9 times), Facebook (6.7 times), Twitter (4.6 times), Google+ (2.4 times) and Pinterest (2.3 times). Because your window of time to connect with them is short, communicate with them clearly and creatively where they are, which is often on social media.
- **Talk with them, not just to them.** Gen Z yearns for two-way engagement, especially when it comes to mobile communication. Respond to the comments your restaurant receives on social media. By answering questions, taking feedback and offering ideas, you can develop a dialogue and gain their interest.
- **Promote your philanthropic efforts.** Placing value on brands with perceived social causes, Gen Z strives to change the world for the better. Create campaigns and menus around the social causes and respective events you support or put on for your local community.

MARK YOUR CALENDAR & PACK YOUR BAGS

April 5-6, 2016

PMA Fresh Connections
Philadelphia Airport Marriott
Philadelphia, PA

www.pma.com/events

April 18-20, 2016

Safe Food California
Hyatt Regency Hotel & Spa
Monterrey, CA

www.safefoodcalifornia.com

CREATED BY LIPMAN
FOR OUR VALUABLE
CUSTOMERS



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Questions or comments about the newsletter?

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