



## MARKET UPDATE

**Tomatoes:** South Florida farms continue to harvest solid numbers of round tomatoes, with all sizes available. Quality remains good although some effects of recent winds may show up in the near future. The roma tomato supply has lightened up somewhat but fruit quality remains nice. Grape tomatoes are available in abundant supply from multiple areas in South Florida.

In Mexico, the transition from Winter plantings to Spring/shade house round and roma crops is seamless. While many shippers anticipated a dip in harvests, that hasn't materialized as weather conditions remain optimal for production. Western Mainland Mexico continues to have strong production on grape tomatoes as well. Quality and condition are nice on all varieties, as long as the fruit is fresh.

**Bell Peppers:** While Florida farms transition from Winter to Spring crops, they are harvesting from both sets and providing good supply to market. Quality is best from new fields but remains acceptable from older plantings as well. Mexico is also transitioning, but from Southern areas to Northern growing zones. There are some turners coming from the South, but overall condition remains nice. Northern growers are just getting started, so sizing is a bit inconsistent as they work through early picks. Sizing and quality should both improve as they get further into harvests.

**Cucumbers:** The Honduran cucumber crop has begun its decline and should wrap up over the next couple of weeks. At this point, the number of offgrades is increasing but overall condition is still good. Florida is now up and running with very light volume. Production should begin to pick up next week as more acreage comes into production. Quality is very nice

from the shipments thus far.

Crossings have lightened up from Mexico, as production makes the transition from South to North. With Sinaloa at the tail end of its crops, yields have decreased and Sonora is not harvesting significant numbers yet. Supply should improve in 10-14 days, when more Sonora growers come on board and get further into harvests.

**Summer Squash:** Yellow and zucchini squash continue to be a struggle on both quality and volume. Mexico's Southern crops are on their last leg and Northern growers have yet to come with volume. Florida's current production areas are dealing with very light yields and weather-affected plants and fruit. Look for Florida's situation to begin slow improvement as Plant City gets started next week. Mexico will see better quality and availability as Northern growers get up and running over the next 10-14 days.

**Green Beans:** With lighter yields, Florida's green bean supply has declined from previous weeks. Quality is mostly good, but there are still reports of wind scarring. Farms in Mexico anticipate steady supply and good quality for the next 10-14 days.

**Eggplant:** Eggplant availability and quality are consistent in Florida, although there is more choice fruit in the market as crops have seen some wind and weather during the growing cycle. Sinaloa is still the spot for eggplant in Mexico. Growers are expected to continue harvests through April if markets warrant. The California desert will come into play around April 1<sup>st</sup>.

**Hard Squash:** Sonora's Spring production of hard squash is kicking in and volumes are expected to be steady through May. New crops have good quality, but there is still some older fruit with compromised quality in the market.

## TRANSPORTATION FACTS

\* The National Diesel Average remained steady this week, holding at \$2.58 per gallon.

\* The average price for a gallon of diesel fuel is \$.56 higher than the same time last year.

\* Price increases and decreases were mixed throughout the country with most changes being minimal. The exception was the Rocky Mountain region, where the price jumped over \$.04 per gallon.

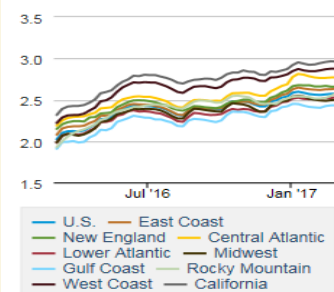
\* California remains the high price leader for diesel fuel at \$2.96 while the Gulf Coast region continues to offer the best bargain at \$2.43 per gallon.

\* The WTI Crude Oil fell 6.9% this week, moving from \$54.01 to \$50.28 per barrel.

\* Central/South Florida and Mexico/Texas crossing points report slight transportation shortages, but all other areas have adequate or surplus numbers of trucks available.

### On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

## ON THE HORIZON CONTENTS

Keep Your Eye on the Consumer- [page 2](#)

Lipman in Pictures- [page 3](#)

News in the Grocery Trade - [page 4](#)

An Apple a Day- [page 5](#)

Produce Barometer-[page 3](#)

March Calendar- [page 3](#)

National Weather Spotlight- [page 4](#)

Pack Your Bags - [page 5](#)

## KEEP YOUR EYE ON THE CONSUMER

### Snacks Eat Into Meals' Share of Eating Occasions

By: Julie Gallagher, [www.supermarketnews.com](http://www.supermarketnews.com), March 7, 2017

Of the vast majority of Americans (91%) who snack multiple times per day, 8% forgo meals altogether in favor of snacking, finds Hartman Group's Future of Snacking 2016 report.

"How we go about planning, acquiring and consuming food has been disrupted, and the result has been the displacement of meals and variations in when, how and what gets consumed," said Tamara Barnett, VP of strategic insights for Bellevue, Wash.-based Hartman Group, during a webinar presentation of the findings.

"It's due to time pressure and commitments and the decline of meal planning and cooking skills, and the democratization of planning, shopping and cooking. When you don't know who [in the house] will be planning the meal, it can introduce chaos."

Hartman Group outlines three main drivers of snacking occasions, which tend to overlap. They are snacking for nourishment to help meet daily sustenance (56% of all snacking); snacking for optimization to help fulfill mental and physical performance (34%); and snacking for pleasure or to fulfill emotional desires for enjoyment, craving and comfort (49%).

"Millennials in particular use snacking to ensure sustained energy to get through the day, and eat more snacks to help manage their appetite," said Barnett. "They think of snacking as a strategy to maintain nourishment in a way that older cohorts may not." Yogurts, granola bars, whole fruits and vegetables, water and smoothies tend to be consumed during an occasion where nourishment is among the goals, Barnett said.

Snacking for optimization or to manage alertness and focus, which can include drinking a cup of coffee, also skews toward 20- and 30-something shoppers.

"Across the board, due to active lifestyles, Millennials really make refueling and energy pick-me-ups important," Barnett said.

Snacking for pleasure, meanwhile, is implicit for a majority of eating occasions since people want to eat snacks that taste good.

#### Snack providers

Americans are obtaining snacks from a number of places ranging from traditional grocery stores to online subscription services and even their workplace. Food retail is the source for 81% of snacking occasions, down 4 percentage points from 2012, according to Hartman Group. Meanwhile, 11% of snacking occasions are sourced from foodservice, up 4 percentage point vs. 2012.

#### Sources for immediate consumption snacks

- Food retailer.....63%
- Foodservice.....32%
- Work.....16%
- Vending machine...14%
- Another person.....3%
- Other.....2%

Source: Hartman Group's  
The Future of Snacking 2016

Foodservice is also a growing source of immediate consumption snacks. This type of snacking is defined by Hartman as an eating occasion in which at least some items for that occasion were purchased within an hour of consumption. Eighteen percent of snacks are considered immediate consumption, up 5 percentage points since 2012.

Thirty two percent of immediate consumption snacks are sourced from foodservice, up 11 percentage points since 2012. Another growing source of immediate consumption snacks is the workplace, up 10 percentage points to 16% vs. five years ago. This would include food sourced from a work cafeteria or catering that's been brought into the

workplace.

Supermarkets can grow their snack share by offering solutions that align with snacking drivers. "The future of snacking demands that companies think about development from a needs-based perspective. Orient your offerings to at least one of the fundamental drivers of nourishment, optimization or pleasure. A clear point of differentiation that aligns to one of the three will be critical for really providing a value proposition that connects with consumers," said Barnett.

Snack marketers should also consider freshness, since it signals quality, and think about whether their snack package design jibes with how a snack will be consumed. Can it enable a mobile lifestyle, for instance, asked Barnett.

She urges food retailers in particular to optimize store layouts and product assortments in a way that services and even inspires snacking occasions. Supermarkets must also strike a balance between products that reflect freshness and quality with more indulgent, processed snacks that are marketed by iconic brands.

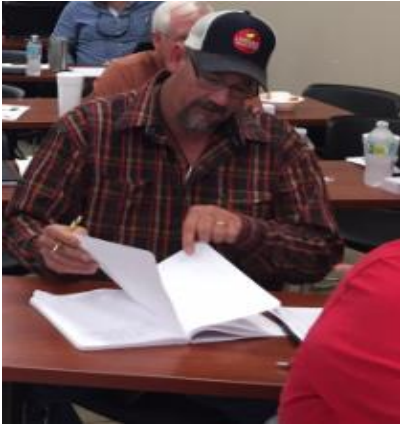
"There is really an opportunity for retailers to disrupt expectations by really making moves to overlap with foodservice in ways that are believable, and deliver on quality and experience," Barnett said. "Retailers understand that their competition is not just a channel war, so can you disrupt expectations and compete with foodservice or at least overlap with it in some compelling way?"





## LIPMAN IN PICTURES

Our farm teams recently took a break from the fields to plan for the coming year at the Lipman Farming Conference. Thanks to Elizabeth Malek for the photos!



## PRODUCE BAROMETER

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



## MARCH CALENDAR

### All Month

Listening Awareness Month

**March 12<sup>th</sup>**

Daylight Savings Time Begins

**March 13<sup>th</sup>**

Fill Your Staplers Day

**March 14<sup>th</sup>**

Organize Your Home Office Day

**March 17<sup>th</sup>**

St. Patrick's Day

### Naples, FL Weather

Fri Mar 10	Sat Mar 11	Sun Mar 12	Mon Mar 13	Tue Mar 14
79°F	81°F	79°F	77°F	75°F
64°F	66°F	66°F	64°F	57°F
SSE 10 MPH	ENE 9 MPH	ESE 11 MPH	NE 11 MPH	N 16 MPH
			Precip 20%	Precip 20%

## NEWS IN THE GROCERY TRADE

### Studies Show Millennials Love Food

By: Kate Walz, [www.thepacker.com](http://www.thepacker.com), March 7, 2017

Consumer research firm Maru/Matchbox, Toronto, Ontario, conducted a survey of millennials on food-related habits within the food market, finding they provide free advertising to products they love through social media.

The study found that 60% of millennials post to social media while shopping for food, and 69% post when they're about to eat.

They also found that millennials are more likely to enjoy cooking than previous generations, with 64% considering themselves to be "experts in the kitchen." The millennial focus on food will increase in 2017, with more than half of millennials planning to cook at home more often, compared to one in four baby boomers.

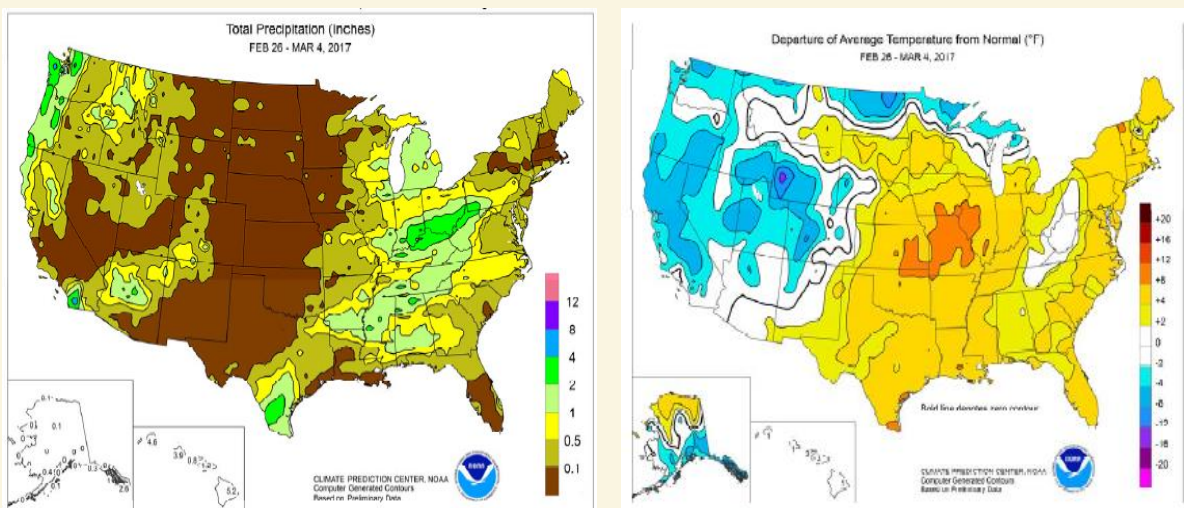
Millennials are also willing to spend more money for "premium features," such as food that is organic, locally sourced and not genetically modified. The study said 61% of millennials expect their premium foods to be GMO free, 54% expect them to be locally sourced and 57% expect them to be sustainably sourced.

Purchasing food that is organic and natural makes millennials feel responsible and health-conscious, according to the study, so they are more likely to buy these products.

Food doesn't need to be purchased at a physical location, either, with 43% of millennials surveyed saying they would buy all of their food online if they could, supporting the current trends toward e-commerce.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## AN APPLE A DAY

### New Nutritional Review Cuts Through Myths

By: Cara Rosenbloom, [www.washingtonpost.com](http://www.washingtonpost.com), February 27, 2017

Nutrition can be confusing. Fad diets make headline news, and we're bombarded with flip-flopping reports about what to eat. The constant changes can make it tricky to plan a nutritious diet. To separate fact from fiction, a panel of physicians and researchers did a deep dive into the nutritional science, and Monday they published their findings in the Journal of the American College of Cardiology. In the review, they examined the attention-grabbing controversies related to heart health and drilled down to give the most current, evidence-based advice. Here's what they recommend.

For heart health, liquid vegetable oils (olive, canola, etc.) are better than hard fats such as butter, margarine and coconut oil. But if you've read anything lately about the magic of coconut oil, you may be doubting this advice. The panel sifted through the science and concluded that the cardiovascular benefits of coconut oil are unsubstantiated and that its use should be discouraged. They even point to a study that shows that coconut oil raises cholesterol levels, which is not helpful for heart health. What should you pick up instead? Extra virgin olive oil gets top marks in the review, because it has been the subject of the most comprehensive research and the clearest evidence of being beneficial for the heart.

Gluten is a protein found in wheat, rye and barley. People who have been medically diagnosed with celiac disease, non-celiac gluten sensitivity or wheat allergy require a gluten-free diet. But if you do not have one of those conditions, there is no reason to follow a gluten-free diet. The panel says that there is no evidence that this diet should be used to promote weight loss or boost heart health.

It was the consensus of the panel that:

- Nuts are beneficial for cardiovascular disease, but also that portion control is key. "Aim for an ounce of nuts, then hide the bag to prevent overconsumption," Miller advised.
- Antioxidants in berries are beneficial for heart health. But be wary of antioxidant supplements, which don't offer the same health benefits and can cause harm in high doses.
- If you want to prevent heart disease, look to the Mediterranean diet and plant-based vegetarian diets.
- The "Southern diet", an eating pattern that includes fried food, processed meats, fats and sugar-sweetened beverages, is detrimental to heart health and should be avoided.
- Juicing is not a magical pathway to health. Juice provides concentrated energy, making it easy to take in too many calories. Eating whole foods is recommended over juicing.

Of course, we could spend forever sifting through the minutiae of every single nutrient. Or we could be more practical and focus on the big picture, by looking at the whole diet instead of each individual food. Miller's takeaway advice? "A generous amount of veggies and fruits, a moderate amount of whole grains and nuts, supplemented with your favorite protein sources of legumes, fish, poultry and lean meats, is a heart-smart, healthy eating plan."

*This article has been edited due to space constraints. To read the entire article, please go to [www.washingtonpost.com](http://www.washingtonpost.com)*

## MARK YOUR CALENDAR & PACK YOUR BAGS!

**March 9-11, 2017**

Southeast Produce Council's Southern Exposure 2017  
Walt Disney World's Dolphin Resort  
Orlando, FL

[www.southernexposure.seproducecouncil.com](http://www.southernexposure.seproducecouncil.com)

Come see us **this weekend** at Booth 1400!

**April 10-11, 2017**

United Fresh Recall Ready Training Workshop  
Fairfield Inn & Suites Orlando at Sea World  
Orlando, FL

[www.unitedfresh.org](http://www.unitedfresh.org)

CREATED BY LIPMAN  
FOR OUR VALUABLE  
CUSTOMERS



Visit our website... [www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com)

Follow us



Questions or comments about the newsletter?  
Contact: [joanna.hazel@lipmanproduce.com](mailto:joanna.hazel@lipmanproduce.com)