



## MARKET UPDATE

**Tomatoes:** Ruskin/ Palmetto's round tomato production should have two more weeks of solid volumes and crown picks before they begin to wind down later this month. Roma numbers are also steady and quality has been exceptionally nice. Good-quality grape tomatoes are available, but harvests seem to be lightening up a bit. The Quincy, FL/South Georgia area is currently projecting a start date during the week of June 4<sup>th</sup> and South Carolina will crank up shortly thereafter.

Mature green round tomatoes are winding down out of Culiacan, but have now started in the California desert and will transition to the San Joaquin Valley in mid-June. Vine-ripes and romas are also winding down out of Culiacan but production is increasing from Baja and Eastern Mexico. Grape tomatoes are on the short side as current growers are at the tail end of the season with less-than-desired quantities and quality. Baja has just gotten started with grapes and should slowly ramp up as we move toward June.

**Bell Peppers:** Peppers are very challenging this week. South Florida farms are finished for all practical purposes, with only choice and suntans coming from the area. Plant City is really the only game in town and overall volumes and acreage are light. Product will likely remain short for the next 3-4 weeks until Georgia comes into play. In the West, Nogales shippers are falling away quickly, with minimal supply and a lack of quality. California desert growers have decent volumes of fruit but there's not enough to cover the entire country's demand. Quality is typical of desert fruit with light color, strong walls, some shape concerns but fresh.

**Cucumbers:** South Florida is on the down side of cucumber production, with growers working on late picks and mostly shipping offgrades. North Florida has product and now Georgia is underway. In Mexico, the majority

of cucumber production is still coming from Hermosillo and Obregon areas. Quality is starting to become an issue with light scarring and a shorter shelf life on fruit as older fields get wrapped up. Baja's production is gradually increasing and most growers will start harvesting in the next 2-3 weeks. Quality is very strong, with the exception of first picks that start with light yellowing.

**Summer Squash:** Squash production is still scattered, although South Florida is beginning to clean up and the majority of production has transitioned north. Availability is still a bit snug, but we are starting to see increases out of Georgia producers. Quality is challenged (especially on yellow) from Florida farms, but early loads from Georgia are showing up with really nice fruit. Northern Mexico growers expect to finish up for the season sometime within the next 1-2 weeks, depending on how the plants react to the extreme weather fluctuations. The next growing district will be on California's Central Coast, the Santa Maria area, which is projected to begin sometime within the next week or so. The Fresno area has begun in a very limited way.

**Green Beans:** There are a few beans left in south Florida, but most of the available bean volumes are coming out of Plant City, north Florida and now, Georgia. Georgia farms have been light as they get up and running, but are expected to see volume increase over the weekend. Western markets continue to be short on beans, as Mexico is mostly finished for the season and the California desert doesn't have enough volume to meet demand.

**Eggplant:** Homestead and Plant City, Florida are the current eggplant production areas. With relatively no demand, there's plenty of product and deals are being offered. Quality is okay at best with scarring concerns. In the West, the California desert is ramping up while Mexico's season will wrap up over the next 10-14 days.

## TRANSPORTATION FACTS

\*The national average diesel fuel price keeps on climbing and moved from \$3.16 to \$3.17 per gallon this week

\* The average price for a gallon of diesel fuel is \$.61 higher than the same time last year.

\* Every area in the country reported price hikes with the most notable from the Rocky Mountain zone, where the price rose \$.03 per gallon.

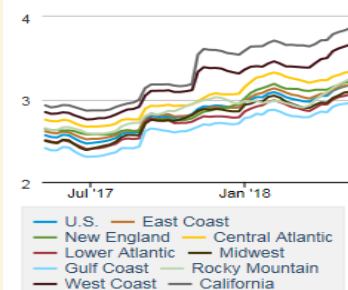
\*California maintains its role as the high price leader for diesel at \$3.86 per gallon while the Gulf Coast region offers the lowest price at \$2.96 per gallon.

\*The WTI Crude Oil has been yo-yoing back and forth each week for more than a month. This week, it is up 2.7%, moving from \$67.25 to \$69.06 per barrel.

\* Overall, trucks are less available than last week. Slight shortages are reported in most of the major shipping areas.

### On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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## KEEP YOUR EYE ON THE CONSUMER

### Gen Z Will Drive Significant Change in Food Marketing & Manufacturing

By: Keith Nunes, [www.foodbusinessnews.net](http://www.foodbusinessnews.net), May 1, 2018

KANSAS CITY — Food and beverage marketers are currently focusing greater attention on meeting the wants and needs of millennial consumers, but executives must not forget about Gen Z. This multicultural population is younger than millennials, featuring consumers born after 1997, who may be transformative to the food and beverage supply chain.

Gen Z represent 27% of the U.S. population, and a majority view “clean eating” as improving quality of life, according to the market researcher The NPD Group. Households with at least one consumer who falls into the Gen Z demographic account for some of the heaviest use of organic and non-G.M.O. foods.

They are the first digitally native generation; that is they grew up with easy access to information through handheld devices. Transparency, whether it relates to processing methods or ingredients, is an expectation rather than a pleasant option.

They view personalized marketing efforts more favorably than millennials or Gen X, and they seek experiences through the products they buy. The number of unique universal product codes purchased in households with Gen Z children is significantly higher than those without, according to the market research company Information Resources, Inc. (I.R.I.).

But the influence of Gen Z should not be viewed solely from a shopper marketing perspective. Their interest in organic food, mitigating the impact of climate change, and their willingness to rapidly embrace new technologies and technology platforms may one day resonate far more deeply across the food and beverage supply chain.

Gen Z is also a group living in fear during a period of rapid technologic advancement, said George Carey, founder and chief executive officer of The Family Room L.L.C., a consultancy. During I.R.I.’s annual Growth Summit, Mr. Carey outlined Gen Z’s greatest collective fears as being shot in school, breathing toxic air, acts of terrorism and the impact of climate change.

Despite their fears, Gen Z also is defined by their resolve. Lynne Gillis, principal of survey and segmentation for I.R.I., said the population is “fueled by possibility.”

“They see windows where others see walls,” she said. “They are not afraid to create those things that they want but cannot find.”

As Gen Z ages into adulthood, the food and beverage industry should expect a greater emphasis on safety, elevated demand for organic products, and heightened interest in not just a product’s attributes,

but how it was made and by whom. The population’s concerns about clean air and mitigating climate change will mean a company’s sustainability practices and positions on environmental legislation and regulations will come under greater scrutiny.

This population’s comfort with and ability to seamlessly switch between digital and brick and mortar will lead to the full blossoming of the omnichannel marketplace. Gen Z consumers will seek value and variety on-line, and frictionless experiences in store.

This demographic is set to transform the supply chain by demanding greater transparency and that companies manufacture products that align with their values. Personal technology has given consumers an opportunity to better understand who they do business with and express themselves. Gen Z is set to utilize these technologies to their fullest extent. Forward-thinking companies will be prepared to meet this group and meet their needs when they arrive.



## Lipman in the Community

The 4<sup>th</sup> Annual Lipman 5k Run for Backpacks was held on April 21<sup>st</sup> and was our biggest one yet! In three short years, we have grown our Backpack Giveaway fundraiser into one of the biggest race events in the area. We had over 350 registered runners this year and raised over \$45,000 for backpacks and school supplies.

Especially helpful this year was the turnout from all of our Lipman employees. They, too, have taken our support of local students to heart and registered in droves to help us buy students the tools they need to get ahead in school. We had trophy winners in 12 different categories and even gave away Lipman-grown vegetables to every runner to take home after the race.

One of the fun things we do every year is challenge the elementary schools to take part in our event. This year, Highlands Elementary School brought out over 30 runners, including every participant in their Girls On The Run program to run in the race. As a thank you for their support, Lipman provided every student at their school with a free spirit t-shirt.

This fundraiser helps to provide hundreds of school-aged children in the Immokalee, Florida area with a backpack full of the supplies they need to be successful at school. Save the date of August 4<sup>th</sup>, 2018 for the Lipman Backpack Giveaway/Back to School event. The backpacks are the primary focus, but this family-friendly celebration also includes food, fun, bicycle giveaways, and other free services that help prepare children and their families for the school year. We expect it to be the biggest one yet!



## PRODUCE BAROMETER

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



## MAY CALENDAR

### May-All Month

National Hamburger Month

**May 13<sup>th</sup> -19<sup>th</sup>**

National Transportation Week

**May 13<sup>th</sup>**

Mother's Day

**May 16<sup>th</sup>**

National Barbecue Day

**May 18<sup>th</sup>**

National Pizza Party Day

### Duette, FL Weather

Fri May 11	Sat May 12	Sun May 13	Mon May 14	Tue May 15
90°F	88°F	87°F	87°F	89°F
71°F	72°F	70°F	71°F	72°F
ENE 8 MPH	E 5 MPH	E 5 MPH	ENE 6 MPH	SE 6 MPH
Precip 50%	Precip 50%	Precip 50%	Precip 40%	Precip 50%

## NEWS IN THE GROCERY TRADE

### Grocery E-Commerce to Outgrow In-Store Sales Tenfold

[www.progressivegrocer.com](http://www.progressivegrocer.com), May 7, 2018

By 2022, nearly one-tenth of total grocery sales will be online, expected to grow 13 percent each year compared with the 1.3 percent compound annual growth rate expected in-store, new research from Barrington, Ill.-based retail consultancy Brick Meets Click (BMC) reveals.

Online grocery sales should reach more than 8 percent by the end of that year, according to BMC, which gathered the results from a market model it developed over the past five years that incorporates market, competitor and shopper elements from its grocery insights platform, Grocery IP.

"This illustrates the impact that online is having on how grocery retailing is conducted," said David Bishop, partner at BMC, which will discuss the results further in an upcoming webinar. "Our forecast numbers show steady growth, and this supports the case for two important points. First, online grocery is already important and will become even more important in the near term, and second, the store will continue to be the place where grocers make most of their sales – but the growth of ecommerce puts even greater pressure on retailers to find ways to make this part of the business more profitable."

The forecast covers all departments sold by brick-and-mortar grocers across fresh and packaged goods, excluding only pharmacy. The forecast for online sales is driven by a framework that divides the market into two distinct types – pure-play versus in-market providers – and accounts for key growth drivers related to accessibility, attractiveness and acceptability.

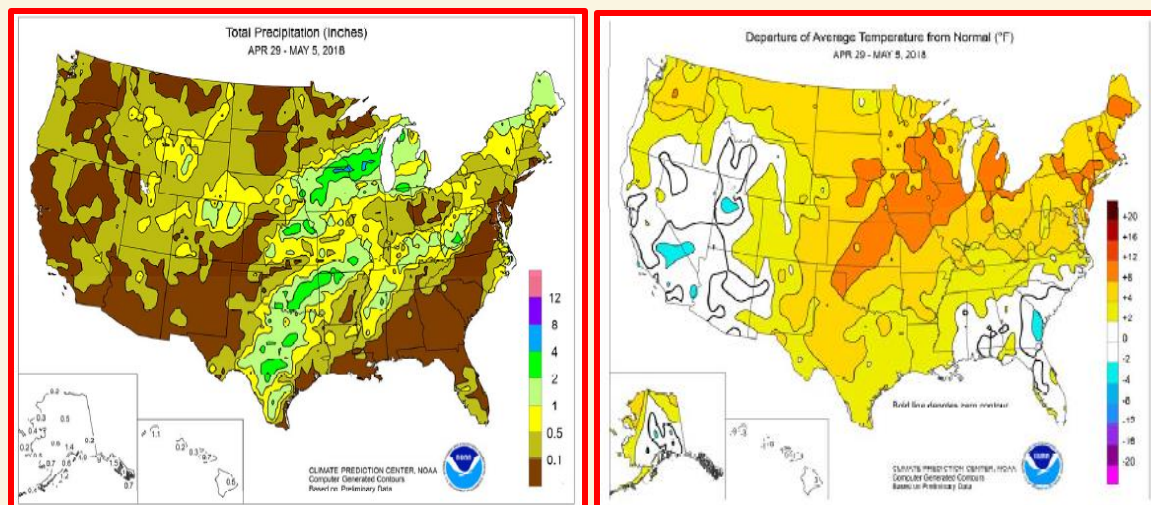
"It's critical that retailers understand how far, how fast and where online grocery will grow in their markets so they can more effectively adapt their strategic plans and make investment decisions. Analyzing online sales by provider type while leveraging drivers of growth helps us more accurately and confidently gauge the direction and speed of growth for the different online types over the next five years – whether at the national market level or in specific metro areas," added Bishop.

Growth rates will be affected by not just the total number of online grocery rivals, but also the range of value propositions offered by different trade channels like club, grocery and pet, as well as the various fulfillment options like delivery or pickup.

"As a market develops in this way, it attracts an expanding online shopper base," Bishop said. "However, it will also trigger switching from one provider to another among existing active shoppers as they look for a service that better fulfills the promise of a better shopping experience."

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### Hey Restaurants, All That Food Porn Is Working

By: Melissa Locker, [www.fastcompany.com](http://www.fastcompany.com), May 8, 2018

As much as we all love poking fun at people who post pictures of their breakfasts on Instagram, turns out they pay off for restaurants.

That's according to a new survey commissioned by SevenRooms, a restaurant management platform, and conducted by third-party research firm YouGov. The report, released today, reveals that restaurants can attract patrons with Instagram-worthy food: 22% of the survey's respondents said they had gone to a restaurant based on what the food or atmosphere looked like on social media.

Other findings in the report indicate that *Cheers* had it right back in the '80s, because patrons love it when the staff knows their name. Over half (51%) of respondents said that a waiter/waitress simply remembering them from a previous visit would make their dining experience more memorable. And that's important, because 24% of respondents said they wouldn't return to a restaurant if their dining experience wasn't memorable or special.

So how does a spot stand out in a seemingly endless sea of identical Wes Anderson-style restaurants with a killer kale caesar? It all boils down to free stuff: One in three (35%) respondents said a complimentary glass of wine with their meal would do the trick, while 50% said a complimentary birthday dessert would make them come back.

In addition to discounts, 83% of respondents said they choose a spot based on great food, 37% said they choose one based on reputation, and 52% said location, location, location.



# FRESH TOMATOES



*the best  
of nature™*

## MARK YOUR CALENDAR PACK YOUR BAGS!

**Jul 24, 2018**

NEPC Annual Golf Tournament  
Charter Oak Country Club  
Hudson, MA

[www.newenglandproducecouncil.com/golf](http://www.newenglandproducecouncil.com/golf)

**July 27-29, 2018**

PMA Foodservice Conference & Expo  
Portola Hotel & Spa and Monterey Conference Center  
Monterey, CA

[www.pma.com/events/foodservice](http://www.pma.com/events/foodservice)

#TeamLipman will be at booth #206. Come see us!

CREATED BY LIPMAN  
FOR OUR VALUABLE  
CUSTOMERS



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

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