



**MARKET UPDATE**

**Tomatoes:** This week's rainy weather pattern has created harvesting issues for Ruskin/ Palmetto area tomato growers and availability has been light on all varieties. With 2-3 weeks of crown picks yet to go, there's reasonable volumes of fruit on the vines but rain could affect quality and packouts in the near future. Better details regarding the outlook for these crops will be coming as the rains slow down and fruit reacts.

Between the mature greens in the California desert and vine-ripes in Eastern and Baja, Mexico, the West has good volumes of round tomatoes to ship. All sizes are available, but some areas are heavier to larger fruit (Baja) and others (West Mexico) are stronger in the 5x5/5x6 range. Roma supply is also in good shape as Eastern Mexico and Baja are expecting consistent/increasing supply as we roll into June. Grape tomatoes are the challenge this week as current production areas in Mexico are near the end of the season and Baja hasn't really kicked into gear yet. Quality has been nice on rounds and romas, but is challenging on grapes.

**Bell Peppers:** Bell peppers continue to be very limited in the East. With just a few growers in the Plant City area shipping fruit and recent rains affecting their harvests, there's not nearly enough to go around. Quality has been okay, but we expect to see rain-related concerns as early as this weekend. However, very light production is expected to start in Georgia at the end of next week which may start to ease the pain. More "normal" supply isn't expected until more farms get up and running in Georgia during the first or second week in June. As for the West, Mexico continues to ship product due to the strong markets but quality is less than desirable. Somewhat better fruit is available out of California but there are shape, size and scarring concerns.

**Cucumbers:** Georgia's cucumber volumes are coming on and quality has been very nice so far. Northern Florida has also been harvesting good numbers, but the southern part of the state in down to mostly offgrades. The West has two main areas for cucumber production this week: the Mainland and Baja. Mainland fruit has some quality issues as they look to wrap up the season over the next 2-3 weeks. Baja farms have very nice quality but aren't up to full harvest levels for another few weeks.

**Summer Squash:** With most Georgia farms in production now, yellow and zucchini squash availability is finally improving in the East. Overall quality has been nice, and is improved over what many of the remaining Florida shippers have to offer. Western markets are snug on squash this week, as they wait for the Santa Maria and Fresno areas to ramp up production. Northern Mexico farms will ship for another 7-10 days, or as market conditions permit, but product quality is declining.

**Green Beans:** Western green bean production has fully transitioned from Mexico to California where supply is still on the light side. The East is looking to Georgia's increasing bean volumes to meet demand, but still has the option to pull from Florida where quality is beginning to decline in some areas.

**Eggplant:** South Florida is still in production and Plant City crops are flushing, providing an excess of eggplant to Eastern markets. Look for this deal to tighten up as growers may soon choose to walk away from fields due to depressed market conditions. The West is transitioning fairly smoothly from Mexico to the California desert with promotional volumes available from the desert due to heat bringing on supply.

**Chili Peppers:** Baja Mexico's chili volumes are increasing and quality has been excellent. Mainland growers are still in production but are battling heat-related quality problems.

**TRANSPORTATION FACTS**

\*After a slight increase last week, the national average price for a gallon of diesel fuel jumped \$.07 this week, moving from \$3.17 to \$3.24.

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

\* Every area in the country reported price increases with the most notable from the Midwest where the price rose \$.08 per gallon.

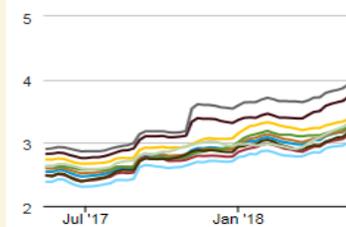
\*California maintains its role as the high price leader for diesel at \$3.93 per gallon while the Gulf Coast region offers the lowest price at \$3.01 per gallon.

\*The WTI Crude Oil is up 3.5% this week, moving from \$69.06 to \$71.49 per barrel.

\* Slight to moderate transportation shortages are reported in most tomato and vegetable shipping regions in the country this week.

**On-Highway Diesel Fuel Prices**

(dollars per gallon)



— U.S. — East Coast  
 — New England — Central Atlantic  
 — Lower Atlantic — Midwest  
 — Gulf Coast — Rocky Mountain  
 — West Coast — California

eia Source: Energy Information Administration

**ON THE HORIZON CONTENTS**

- Keep Your Eye on the Consumer- page 2
- Lipman in the Community- page 3
- An Apple a Day - page 4
- Restaurant Industry News- page 5

- Produce Barometer- page 3
- May Calendar- page 3
- National Weather Spotlight- page 4
- Pack Your Bags - page 5

## KEEP YOUR EYE ON THE CONSUMER

### Meet Retail's New Key Customer Segment: The Spendsetters

[www.csnews.com](http://www.csnews.com) , May 14, 2018

To compete effectively in today's environment, retailers must go beyond selling a product or service to delivering experiences that cater to customers' unique needs, according to *The Cost of Convenience*, a new survey from Adyen.

Over the last 12 months, 86 percent of U.S. consumers say they have left a store due to long lines, resulting in purchases at a different retailer or no purchase at all. This results in approximately \$37.7 billion lost in potential sales. In addition, \$1.1 billion in potential sales have been lost when retailers don't support their customers' preferred payment methods, the survey found.

A key segment emerged in the study, coined "Spendsetters." This group loves to use technology, tends to be early adopters and represents one-third of all consumers and 52 percent of millennials.

According to Adyen, spendsetters will drive the future of retail as the key segment of shoppers who set the trends for how people want to spend and shop. The group is also the leading indicator of broader customer demands in retail experience and where the industry is headed.

"The lines between the physical and digital shopping worlds are dissolving," said Roelant Prins, chief commercial officer at Adyen. "Retailers need to cater to shoppers by offering fast, easy and frictionless ways to pay so there are minimal lines and offer personalized recommendations and in-store deals. In other words, experience is key."

Additional findings on Spendsetters from the survey include:

- \*45 percent believe brand is important and are willing to pay a premium for the experience
- \*49 percent love to shop
- \*42 percent prefer to shop online
- \*80 percent are comfortable using digital wallets
- \*86 percent have left a store due to long lines

Spendsetters also have three overarching shopping demands:

#### **Convenience**

- \*75 percent would shop more in-store with a "just walk out" payment experience
- \*69 percent would shop more in-store with shorter lines and direct shipping of out-of-stock products

#### **Context (personalized)**

- \*57 percent say the ability to check if an item is available online before going in-store would increase their loyalty to a retailer
- \*53 percent prefer a store with a mobile loyalty program
- \*72 percent would shop more with personalized product recommendations and coupons, based on location
- \*61 percent want personalized experiences based on past purchases and preferences

#### **Control (interaction on their terms)**

- \*59 percent want to use a store-branded app to pay onsite
- \*80 percent are comfortable using digital wallets
- \*53 percent would shop more online if they could use a chatbot with personalized recommendations

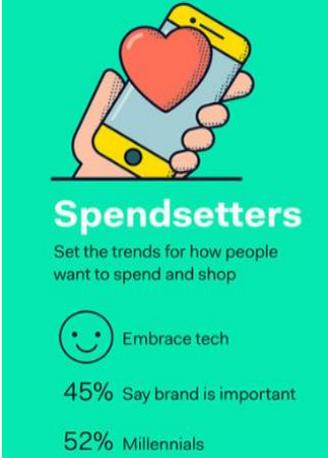
\*80 percent would increase shopping frequency online through marketplaces

The survey also examined issues from the retailers' perspective:

- \*46 percent of retailers are considering cashless stores
- \*67 percent see an increase in customers using their mobile phones in-store for coupons, payments and product info
- \*64 percent see a need for associates to use mobile devices to better assist customers

Additionally, when it comes to luxury retailers, 85 percent see an increase in customers using their mobile phone for shopping in stores in regards to coupons, payments and product information, and 74 percent are considering cashless stores that only accept cards and digital payment.

*Adyen delivers frictionless payments across online, mobile and in-store channels. In 2015, \$50 billion in transaction volume was processed on the Adyen payments platform.*



**Spendsetters**  
Set the trends for how people want to spend and shop

Embrace tech

45% Say brand is important

52% Millennials

## Lipman in the Community

The Lipman Arkansas Team took home three awards from the Johnson County Relay for Life on Friday, May 11<sup>th</sup>! They received 2<sup>nd</sup> place for the most creative fundraiser, 2<sup>nd</sup> place for overall fundraising and the new Golden Spoon award which is given to the team that serves the tastiest food during the event. This year's Relay was held on the Clarksville court square for the first time, bringing some Friday night excitement to the center of a small town.

According to the team captain, Terry Hatcher, this year's fundraising total is \$4500 so far and efforts will continue through August. The team of seven raised the most money for the cause with chocolate-covered strawberry sales on Valentine's Day.

The American Cancer Society's Relay for Life is near and dear to this group, as most of their lives have been touched by a cancer diagnosis in their immediate families. This team appreciates the support that Lipman provides as a silver level sponsor and also the assistance from our corporate purchasing department and Dallas facility to support fundraising efforts.



### PRODUCE BAROMETER

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



### MAY CALENDAR

- May-All Month**
- National Salsa Month
- May 20<sup>th</sup>-30<sup>th</sup>**
- National Pickle Week
- May 21<sup>st</sup>**
- National Wait Staff Day
- May 23<sup>rd</sup>**
- National Pickle Day
- May 25<sup>th</sup>**
- Don't Fry Day

#### Ruskin, FL Weather

Fri May 18	Sat May 19	Sun May 20	Mon May 21	Tue May 22
84° F	84° F	84° F	85° F	87° F
72° F	72° F	72° F	73° F	73° F
SSE 6 MPH	ESE 8 MPH	SE 8 MPH	ESE 8 MPH	ESE 7 MPH
Precip 50%	Precip 60%	Precip 60%	Precip 60%	Precip 40%

## AN APPLE A DAY

### Cities Ranked on Fruit and Vegetable Consumption

By: Tom Karst, [www.thepacker.com](http://www.thepacker.com), May 15, 2018

Buffalo, N.Y. is the top-rated U.S. city for fruit consumption in a fitness ranking of U.S. cities, while San Francisco ranks number one for vegetable consumption. Those cities topped their respective charts for produce consumption in the 2018 American Fitness Index, released in May by the American College of Sports Medicine.

The index said 38.9% of residents of Buffalo, N.Y., said they consume at least two servings of fruit each day. In San Francisco, 27.5% of residents said they eat at least three servings of vegetables a day. However, the index authors said all 100 U.S. cities ranked need to increase fruit and vegetable consumption.

The report, produced since 2008, ranks America's 100 largest cities on a composite score of health behaviors, health outcomes, community infrastructure, and local policies that support a physically active lifestyle. The fittest city in the U.S. is Arlington, Va. with a composite score of 77.7. The least fit was Oklahoma City, Okla., with a score of 26.3.

Among healthy behaviors, the index rates cities based on the percent of the population that consumes two or more servings of fruit a day and three or more servings of vegetables. The Fitness Index showed that adults tended to eat fruit more consistently than vegetables. Across all 100 cities, an average of 30% percent of adults reported eating at least two servings of fruits per day while only 18% reported eating three or more servings of vegetables per day.

In cities ranked in the top 25 overall, an average of 32.4% of residents reported eating two or more servings of fruit per day and 19.9% reported eating three or more servings of vegetables per day. On the other hand, cities in the bottom quartile overall averaged 27.5% of residents eating two or more servings of fruit and 16.2% of residents eating three or more servings of vegetables.

#### Cities with highest percentage of residents consuming 2+ Fruits/Day

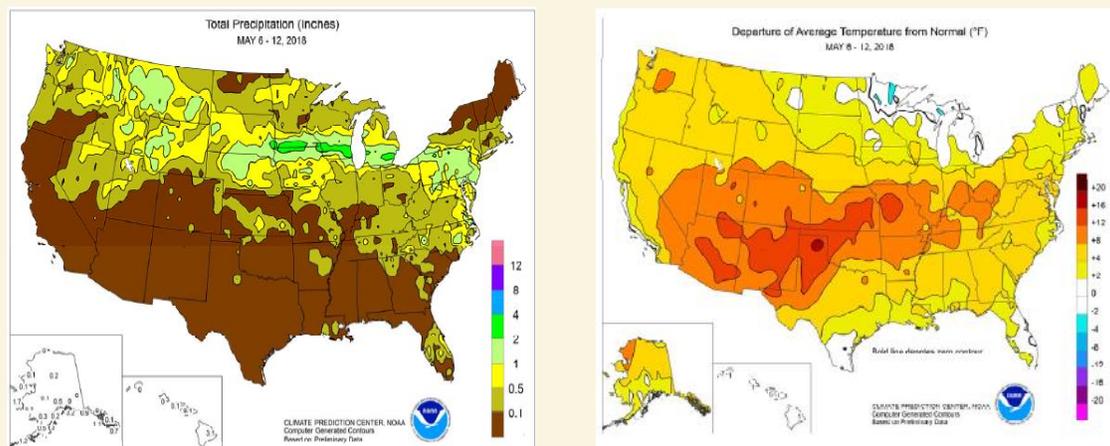
1. Buffalo, N.Y. (38.9%);
2. Denver (37.6%);
3. Chicago (36.4%);
4. Milwaukee (36.3%);
5. Reno, Nev.(35.8%);
6. Stockton, Calif. (35.5%);
7. Oakland, Calif.(35.3%);
8. Fremont, Calif. (35.3%)
9. Tampa, Fla. (35%); and
10. Washington, D.C. (34.5%)
- 11.

#### Cities with highest percentage of residents consuming 3+ Vegetables/Day

1. San Francisco (27.5%);
2. Portland, Ore. (23.7%);
3. St. Petersburg, Fla.(23.3%) ;
4. Washington, D.C. (23%);
5. Anchorage, Alaska (23%);
6. San Jose, Calif. (22.4);
7. San Antonio, (22.1%)
8. Nashville (22%)
9. Austin, Texas (21.%);and
10. Reno, Nev. (21.5%)

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### 6 Consumer Trends Shaping the Future of Restaurants

Post Sponsored By: Coca Cola, [www.restaurantbusinessonline.com](http://www.restaurantbusinessonline.com) , May 3, 2018

What will tomorrow's guests want from a restaurant? Coca-Cola analyzed recent data and revealed six consumer developments likely to have an impact on restaurant operators—and ways to adapt to those changes. Here's a peek.

**Value plus** Value-priced menus have always drawn a certain type of consumer, but more than a third (37%) of consumers are seeking deals more than two years ago, according to Technomic's 2017 *Value & Pricing* report. And millennials are especially fond of deals—46% of them are seeking out deals more often. One way to handle that deal mentality without sacrificing margins is to offer LTOs, specialty beverages and premium products that rise above commodity status.

**Evolution of healthy** Simpler ingredients, transparency and balanced choices are all on consumers' wish lists. According to Datassential, half of consumers think it's important to consume food and beverages made with "clean label ingredients." Not surprisingly, more than two-thirds also support menu labeling. And Technomic's 2016 *Healthy Eating* report finds that nearly 40% of consumers are more inclined to visit restaurants that provide healthy options—even if that's not what they order. Tactics for managing this balancing act include menus with multiple portion sizes, alternative proteins, nutritional information and locally sourced products.

**Flexibility and discovery** Today's restaurant patrons value mealtimes without borders, the freedom to customize and exposure to new flavors, Coke concluded. Snacking is driving demand outside traditional dayparts; according to the Hartman Group, 91% of consumers snack multiple times per day. Solutions include all-day breakfast and beverages—smoothies and coffee drinks, for instance—as snacks. Customization is another growing trend: a 2016 report from Technomic, *Trends Shaping Foodservice Through 2020*, finds that 72% of consumers expect DIY options at restaurants. Build-your-own salad bars, pizzas, sandwiches and bowls satisfy that preference. Finally, more than a third of consumers say "new and interesting" foods factor into their restaurant choices, according to Datassential. That's a compelling reason to introduce global flavors and uniquely different LTOs.

**Hyper convenience** On-the-go consumers increasingly want to dictate when, where and how they choose to order food. Mintel reports that 82% of consumers say convenience is a top concern when dining out—and a factor in the inroads c-stores and grocery operators have made into foodservice. Restaurants that offer on-demand delivery and delivery-only concepts have capitalized on this trend as well. Delivery, while still a small portion of total foodservice sales, has been growing at a 7% rate annually for the last five years. Restaurants that can enhance the delivery and takeout experience are likely to win this battle.

**Digitization** Technology has transformed both operations and the guest experience. Social media should remain a high priority for operators, as 61% of consumers say they find out about new restaurants through social media channels, according to a study by Toast. Ordering technology is slowly gaining ground, but 80% of consumers told the National Restaurant Association they prefer to deal with humans. Analytics provided by mobile orders and other technologies are helping operators strategize menus and encourage repeat visits.

**Brand authenticity** Consumers are looking for the real deal—authentic experiences and brands that stand for something. Among millennials, more than a third told Datassential they craved a "cool/hip" setting in a restaurant—a factor most likely behind the rise of food halls and pop-up eateries. Socially responsible practices are a priority as well, with sustainable sourcing and waste reduction at the top of the list. And nearly half of respondents in Technomic's *Foodservice Industry Overview & Forecast* study cited community involvement as an important quality in a restaurant.

FRESH

# TOMATOES


the best of nature™

MARK YOUR CALENDAR  
PACK YOUR BAGS!

June 13, 2018

Southeast Produce Council's R.E.C.I.P.E. Roadshow  
(Regional Education of Culinary Information for Produce Executives)  
Atlanta Farmers Market Community Building  
Atlanta, GA  
[www.seproducecouncil.com/recipe-roadshow](http://www.seproducecouncil.com/recipe-roadshow)

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)

Follow us






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