



## MARKET UPDATE

**Tomatoes:** With South Florida farms in the last few weeks of production, volume and size are limited from this area. However, Palmetto/Ruskin is harvesting an ample supply of all varieties to meet market needs. Fruit quality is good, but not quite as sharp as South Florida's was earlier in the season.

Western production is still in transition, with Western Mainland Mexico headed toward its seasonal decline and Baja and Eastern Mexico getting up and running. Baja is off to a good start on rounds, romas, and grapes with larger sizing and good quality. Baja's production will increase as more growers add to the mix over the next few weeks. Eastern Mexico is just getting into roma and round fields and should see volumes increase over the next 10-14 days.

**Bell Peppers:** With yields and quality dropping significantly in South Florida as farms near the end of Spring crops, the East is looking to Plant City for bell peppers. Although Plant City's fruit has better quality, volumes are light as there's less acreage in the ground. Availability is likely to be snug until Georgia gets started at the end of May/first of June. In the West, Mexico's open field crops are mostly finished due to heat and its effects on quality, but there's still some shade house crops crossing with somewhat better quality. Fortunately, the California desert has fantastic quality with steady availability and is peaking on jumbo and XL sizing this week.

**Cucumbers:** Cucumbers are available in good supply in the West, as both Baja and Mainland Mexico continue with steady production and nice quality. North Florida and Georgia are into early cucumber harvests and offer light volumes, but should see more fruit in the next week. South Florida continues to wind down Spring production but

high temperatures are taking a toll on quality.

**Summer Squash:** Plant City, FL and Georgia farms are seeing good numbers of yellow and zucchini squash, providing adequate volumes to meet Eastern needs. Overall quality is good from both areas. In the West, Hermosillo continues to have steady squash production but could see volume decline quickly as growers weigh the cost/benefit of harvesting in low markets. Domestic growers in Fresno, CA are just beginning to pick in a limited way and will be joined by farms in the Santa Maria area in mid-May. Baja is also scheduled to begin squash harvests in a few weeks.

**Green Beans:** Cool weather affected green bean yields in current production areas in North Florida, limiting Eastern volume significantly this week. Although Georgia will start harvesting in the next 7-10 days, their volumes won't ramp up until they are another week or two into crops. Until then, beans could remain snug in the East. Western markets may also see tight markets on beans for the next 10 days, as Mainland Mexico and the California desert are both in seasonal decline and Fresno may start late due to weather.

**Eggplant:** Eastern eggplant supply could be light for the next several weeks, as South Florida farms are struggling with quality on later picks and Plant City is slow to get going. Mainland Mexico continues to harvest eggs, but volume and quality are declining as they near the end of the season. However, good quality is available from the California desert and volumes are expected to increase from this area.

**Chili Peppers:** With heavy national demand and a decline in both quality in volume out of Mainland Mexico, chili pepper crossings have been light this week. Baja and the California desert have started but volumes and varieties are limited from both areas.

## TRANSPORTATION FACTS

\* The National Diesel Average dropped this week, moving from \$2.60 to \$2.58 per gallon.

\* The average price for a gallon of diesel fuel is \$.32 higher than the same time last year.

\* The majority of reporting areas experienced price decreases on diesel fuel this week with the most notable coming from the Gulf Coast region (down \$.023 per gallon).

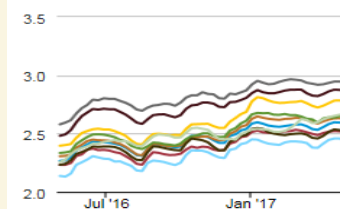
\* California remains the high price leader for diesel fuel at \$2.94 while the Gulf Coast region continues to offer the best bargain at \$2.44 per gallon.

\* The WTI Crude Oil price dropped 3.5% this week, moving from \$49.56 to \$47.82 per barrel.

\* Trucks are following the vegetable production transitions and are in short supply out of South Florida and at Nogales. All other areas report adequate levels of transportation.

### 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

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## AN APPLE A DAY

### 25 Cities with the Healthiest Diet

By: Thomas Frolich, [www.247wallst.com](http://www.247wallst.com), May 3, 2017

Few habits affect overall well-being more than a healthy diet, and the probability of eating well largely depends on one's place of residence. The "2016 Community Rankings for Healthy Eating" report examines the wide range of eating habits across the nation.

According to the May 3rd report, published by Gallup-Sharecare, a partnership between the polling organization and the digital health company, 10 communities in California, four in Florida, and two each in Texas and Arizona have the healthiest eating habits in the nation. The Naples-Immokalee-Marco Island, Florida metropolitan area leads the nation, with more than 75% of residents reporting healthy eating.

24/7 Wall St. reviewed the 25 metro areas with the highest shares of residents reporting such healthy eating habits. We also examined several other factors research has shown to influence diet, as well as associated health outcomes.

In its poll, Gallup asked metro area residents, "Did you eat healthy all day yesterday?" Dan Witters, research director of the Gallup-Sharecare Well-being Index, in an interview with 24/7 Wall St. noted that while health literacy can influence how people respond to this question, "most people have a pretty good idea of what it means to eat healthy or not."

To a large extent, in other words, healthy eating decisions are conscious choices. Several key well-being metrics, including the

presence of someone who encourages you to be healthy, and notably stress levels, support healthy diets.

Of the 25 cities where the largest share of residents eat healthy diets, only in nine did residents report above-average daily stress levels. Nationwide, 40% of adults reported daily stress.

In addition to strong relationships, income levels and money management are closely related to dietary decisions. The ability to pay for high quality food is often a limiting factor for low income families. Fruits, vegetables, and fresh produce — some of the most beneficial additions to a healthy diet — also often happen to be among the higher priced items at the grocery store. The median household income in 16 of the 25 cities with the healthiest diets is higher than the national median of \$55,775 annually.

While financial constraints can contribute to poor diets, Michael Acker, director of the Blue Zones Project at Sharecare, noted that healthy eating decisions are entirely possible on low incomes. Blue Zones projects — programs that implement features of long-living communities from around the world — and other community efforts like farm-to-table programs, food policy councils, and community gardens can contribute to healthy outcomes even in low-income communities.

For Acker, while individuals generally know whether they are eating healthy or not, they do not always understand the outcomes of particular eating habits. Especially in poorer, economically disadvantaged communities. Acker explained, "The common perception is that things like diabetes and heart attack in your family are primarily genetic, and we know this is simply not true for the most part."

By focusing on educating communities on the effects of lifestyle on health, community organizers and health advocates have had success improving diets across a population.

In the areas with the healthiest diets, adverse health outcomes are considerably less common than across populations reporting poor eating habits. The probability of being obese, for example, declines substantially for people who eat healthy. Only two of the 25 cities with the healthiest diets have an obesity rate greater than 30%. Only nine have obesity rates over 25%.

These are the 25 cities with the healthiest diets.

25. Daphne-Fairhope-Foley, AL
24. Oxnard-Thousand Oaks-Ventura, CA
23. Vallejo-Fairfield, CA
22. Durham-Chapel Hill, NC
21. Charlottesville, VA
20. San Jose-Sunnyvale-Santa Clara, CA
19. San Francisco-Oakland-Hayward, CA
18. San Diego-Carlsbad, CA
17. Santa Maria-Santa Barbara, CA
16. North Port-Sarasota-Bradenton, FL
15. Prescott, AZ
14. Boulder, CO
13. Ocala, FL
12. Bridgeport-Stamford-Norwalk, CT
11. Miami-Fort Lauderdale-West Palm Beach, FL
10. El Paso, TX
9. Lake Havasu City-Kingman, AZ
8. San Luis Obispo-Paso Robles-Arroyo Grande, CA
7. Hilton Head Island-Bluffton-Beaufort, SC
6. Santa Rosa, CA
5. McAllen-Edinburg-Mission, TX
4. Salinas, CA
3. Santa Cruz-Watsonville, CA
2. Barnstable Town, MA
1. Naples-Immokalee-Marco Island, FL



## LIPMAN IN PICTURES



Carlos Soto and Gregorio Herrera, production supervisors for our Florida repack, take a working lunch break.



Scott Rush, Director of Local Farming, spoke with 3<sup>rd</sup>-5<sup>th</sup> graders in Manatee County, FL schools about local produce.



Freshly-harvested Vintage Ripe tomatoes!



Our finance group showed their artistic flair during a team-building event.

### PRODUCE BAROMETER

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



### MAY CALENDAR

#### All Month

National Salsa Month

**May 7<sup>th</sup>-13<sup>th</sup>**

National Tourism Week

National Family Week

**May 7<sup>th</sup>**

World Laughter Day

**May 11<sup>th</sup>**

National Eat What You Want Day

#### Ruskin, FL Weather

Fri May 5	Sat May 6	Sun May 7	Mon May 8	Tue May 9	Wed May 10
77°F	77°F	82°F	86°F	88°F	88°F
66°F	64°F	68°F	70°F	70°F	73°F
WNW 16 MPH	VNW 16 MPH	NW 9 MPH	ENE 8 MPH	NE 9 MPH	ESE 8 MPH
Precip 70%					



## RESTAURANT INDUSTRY NEWS

### FDA Delays: 1 More Year to Menu Labeling Enforcement

By: S.A. Whitehead, [www.fastcasual.com](http://www.fastcasual.com), May 1, 2017

It's official: The FDA says it is delaying the menu labeling rule's enforcement — originally set for Friday — for one year, until May 7, **2018**. According to a news release from the agency, the government is extending the compliance date for menu labeling requirements to "allow for further consideration of what opportunities there may be to reduce costs and enhance the flexibility of these requirements beyond those reflected in the interim final rule."

The FDA said it is inviting comments for 60 days on the implementation of the menu labeling requirements. In its news release it specified that comments on additional approaches to reduce regulatory burden or increase flexibility related to signage regarding calorie content in self-serve food, including buffets and grab-and-go foods would be examples, as well as ways to provide calorie information on something other than a restaurant menu. The organization said it is also seeking information for setting the criteria for distinguishing between menus and other information presented to the consumer, as it relates to menu labeling.

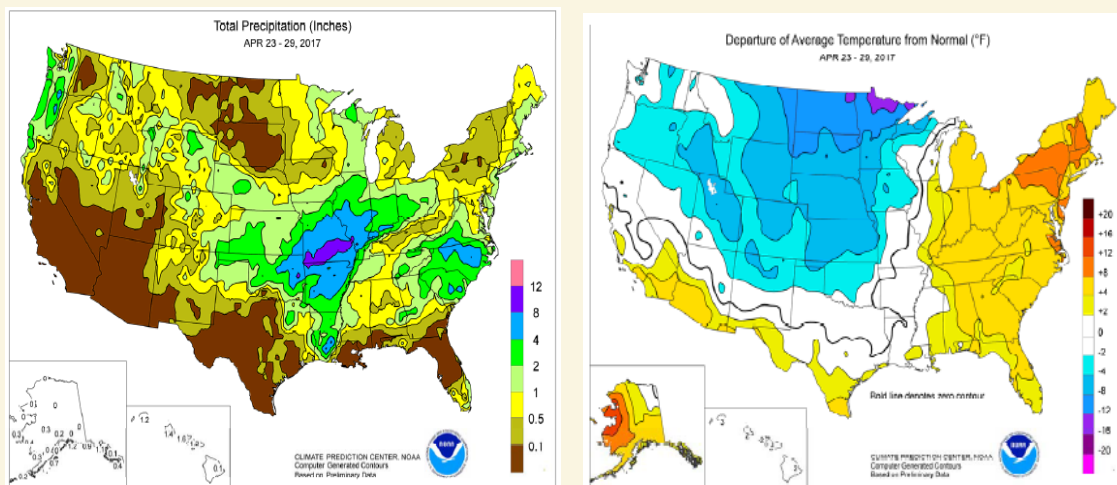
One organization already sending comments to the FDA is the NRA. In a news release, NRA Executive Vice President of Government Affairs and Policy Cicely Simpson said, "The National Restaurant Association is concerned with the impact of the delay in the implementation of the federal menu labeling law just days before the scheduled effective date. This delay upends plans that have been in motion for years throughout the food industry. We will continue to strongly advocate on behalf of what is best for small businesses and American consumers."

The FDA said in its news release that the extension is effective on this Thursday, May 4, 2017 when the Federal Register officially publishes it on what would have been the day before enforcement of the rule took effect after seven years of numerous delays. Instead, now the 60-day comment period begins Thursday when electronic comments to the FDA can be submitted.

Written comments should be sent to the Division of Dockets Management (HFA-305), Food and Drug Administration, 5630 Fishers Lane, rm. 1061, Rockville, Maryland 20852 and should be identified with Docket No. FDA-2011-F-0172 for "Food Labeling; Nutrition Labeling of Standard Menu Items in Restaurants and Similar Retail Food Establishments; Extension of Compliance Date and Request for Comments."

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## NEWS IN THE GROCERY TRADE

### In Produce, Team Spirit is All in a Day's Work

By: Armand Lobato, [www.thepacker.com](http://www.thepacker.com), May 3, 2017

A retail produce crew is unlike other departments in a grocery store. I've mentioned this in passing on a few occasions, most recently while conversing with my alter-ego, the elusive Russ T. Blade. You may recall he noted how produce departments generally have far lower absenteeism, fewer on-the-job injuries, and a low sick-call rate, compared to the norm. I think part of the reason for this is the smaller the team, the more accountable they are. Not only to the company, but to each other.

This came to mind recently in, of all places, a small restaurant located in the produce district in Portland, Ore. My boss and I stopped in for some supper after a long day at a trade show. As we were sitting at the counter, the kitchen and its staff was in full view. The cooks were focused and handled orders quickly but carefully, making sure that each dish was meticulously prepared and carefully arranged before allowing it to be served. The wait staff weaved in and out of the kitchen and the diner area. At first it was hard to tell who had exactly what responsibilities. But it soon became clear: everyone helped the other person out in some manner. If one person was busy running orders, the other covered the bar. And so on.

Produce departments? Very much the same. In most produce operations, each clerk is typically assigned to an area. And every day, each shift pretty much covers that same area: The early morning shift often takes charge of the wet rack. The next may cover getting ad items and tables in shape before putting away the load.

Depending on the size and volume of the department, yet another shift or two simply stocks produce as displays are shopped, or takes over one area when the earlier shift clocks out for the day. But in between all these shifts is where the little things happen. Just like in the bustling restaurant.

If one produce clerk is pulled away to unload a truck, to make a fruit basket or attend a meeting, you can bet another clerk will help cover while that clerk is away. In every produce department I've managed, this happens. "Helping the other guy" is an unspoken creed. The person working the wet rack may notice the dry table clerk is out to lunch or got stuck helping in the checkstand, and that stock conditions are slipping. So even though the areas may not be in one clerk's assigned area, they jump in and help. And vice versa. No big deal, it's all in a day's work.

But you know, it is a big deal. It's what sets a good team apart from the rest.

**FRESH** **TOMATOES**  *the best of nature™*

**MARK YOUR CALENDAR & PACK YOUR BAGS!**

**September 28-30, 2017**  
Southern Innovations Organics and Foodservice Expo  
Westin Hilton Head Island Resort  
Hilton Head, SC  
[www.southerninnovations.seproducecouncil.com](http://www.southerninnovations.seproducecouncil.com)

**October 22-24, 2017**  
Fast Casual Executive Summit  
Omni Nashville Hotel  
Nashville, TN  
[www.fastcasualsummit.com](http://www.fastcasualsummit.com)

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