



MARKET UPDATE

Tomatoes: The state of Florida has strong volumes available on rounds, romas, and grape tomatoes. Growers expect at least 20 more days of similar availability and are ready to move product. Since weather has been excellent and many growers are in crown picks, size is running on the larger side. Quality has been excellent.

The West also has strong supply of tomatoes with product coming from multiple growing areas. Rounds are more available in the 5x5 and 5x6 sizing range although other sizes are for sale daily. Romas are plentiful and should remain so for at least 2 more weeks. Baja is seeing increased production and improved quality on grapes which will speed the transition from the Mainland's tired and quality-challenged crops.

Bell Peppers: South Florida pepper growers are winding down the Spring season with volume and quality decreasing. Farms in the Central Florida area are up and running with nice fruit. Although there has been an abundance of peppers available, we could less product in the next few weeks, as there is less acreage planted in the central part of the state. Mainland Mexico is now down to just a few growers and should finish up the season in another 7-10 days. The California desert has better quality bells and is expected to ship through May or into early June.

Green Beans: The East can choose to source beans from South Florida all the way up to Georgia right now. There are a few, spotty reports of quality concerns where Summer-like weather patterns are beginning to show up. Otherwise, there is excellent quality available from multiple areas. With Mainland Mexico mostly done for the season,

the West is looking to the California desert for green beans. There are some misshapen and scarring concerns but the desert should go for another two weeks. Fresno has just started in a light way and Watsonville/Salinas is about two weeks away.

Cucumbers: Mainland Mexico's production has moved to more northern areas, where quality has just been fair due to firmness concerns. However, Baja is seeing steady production with better quality. The cucumber market has tightened up in the East this week. There are just a few growers left in South Florida, with most of the volume concentrated in the Plant City area. Georgia is expected to be into volume by the middle of the month.

Summer Squash: A few South Florida squash growers are winding down, so there is a little less product in the Eastern market this week. However, there is plenty of good-quality yellow and zucchini coming out of Plant City, Central Florida, and Georgia. There is a little less squash in the West, as some Hermosillo growers walked away from fields due to low market conditions. We should see the transition to Baja over the next 10-14 days, with Fresno and Santa Maria following shortly thereafter.

Eggplant: Eggplant supply and quality are good from South Florida. Supply will shift to the central part of the state in another 2 weeks with no issues expected. In the West, the California desert is beginning to pick up the volume as Mainland Mexico continues to struggle with end-of-season quality.

Chili Peppers: Mainland Mexico continues to ship chilies, although quality has become challenging. Baja has begun with tomatillos and poblanos and expects to add japs and anaheims in 7-10 days.

TRANSPORTATION FACTS

* The National Diesel Average jumped significantly this week, rising almost \$.07. A gallon of diesel is now priced at \$2.27.

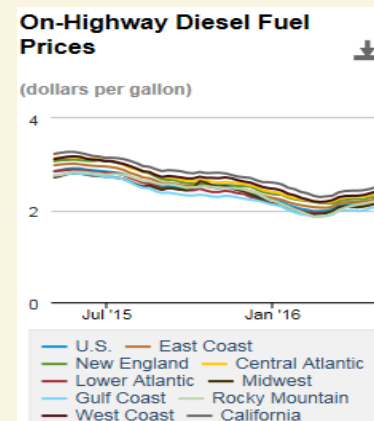
* The average price for a gallon of diesel fuel is \$.59 lower than the same time last year.

* Diesel prices rose throughout the country with the most notable increase coming from the Midwest (\$.08).

* California reports the highest-priced diesel fuel at \$2.58. The fuel bargain in the nation can be found in the Gulf Coast region where a gallon of fuel costs \$2.14.

* The WTI Crude Oil Price dropped 3.7% this week, moving from \$45.33 to \$43.65 per barrel.

* Central and South Florida continue to be short on trucks, but all other areas of the country have adequate levels of transportation this week.



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NEWS IN THE GROCERY TRADE

Grocery Purchase Drivers Evolving Beyond Value, Price, Convenience

By: Randy Hofbauer, www.retailleader.com

When purchasing food, consumers long have considered such traditional purchase drivers as taste, price and convenience. But according to a new report from research agency Deloitte, the Food Marketing Institute and the Grocery Manufacturers Association, about half (51 percent) of them, regardless of demographic factors, additionally weigh “evolving drivers” such as health and wellness, safety, social impact, experience and transparency.

The report, “Capitalizing on the Shifting Consumer Food Value Equation,” asserts that U.S. consumers have changed in a fundamental and impactful way, and that their preferences are becoming even more fragmented than the food industry might have anticipated, and will continue to do so.

“Today’s consumers have access to an unprecedented amount of information from a growing number of sources,” Rich Nanda, Deloitte Consulting’s principal and U.S. consumer products corporate strategy and growth practice leader, told *Retail Leader*. “They have been exposed to new ideas about health, nutrition and other factors, and their preferences are becoming increasingly fragmented as a result. We’ve reached an inflection point, and this shift is not just occurring within a niche; it is happening across ages, income levels and

geographies.”

For instance, their way of thinking about food safety has shifted away from defining the term based on near-term risks to their health; roughly three-quarters (74 percent) believe that a definition of food safety limited to “one that will not cause any immediate physical harm” is insufficient. Today, consumers link health, wellness and transparency with their definition of safety, and include factors such as free from harmful ingredients (62 percent), clear and accurate labeling (51 percent), and fewer ingredients, less processing and nothing artificial (42 percent).

“The shift comes from education and consumers’ understanding that food is connected to their long-term well-being,” Nanda said.

These shifts in understanding mean that consumers are seeking a greater assortment of products, stated Jack Ringquist, principal and global consumer products leader with Deloitte

Consulting. And they’re willing to visit three or four stores to “piece together” their shopping basket.

“They are more informed and want more choices,” he noted, “and they are finding new ways to get that, whether it is online or through other channels.”

Traditional retailers must find ways to offer the same environment and range of options to consumers, and they’ll need to present choices that reach the outer limits of evolving drivers, Ringquist pointed out.

“Consumers are now in the driver’s seat here,” he said. “Other industries have seen this same transformation—and have had to adapt.”

Businesses need to view this shift in consumer preference and behavior as more than a marketing challenge, Nanda explained. The world has changed, and food and beverage companies have to consider the message they are presenting to consumers. However, it takes significant time and energy to weather the shift, and companies are beginning to realize that they might not make it with only their existing talent pool.

“They are looking to other areas and bringing in talent from other industries, like technology, to help them do things they can’t achieve organically,” he said. “Retailers and manufacturers have to open their doors and develop the next generation of skills if they want to be a brand leader.”



SPOTLIGHT ON LIPMAN

Dusty McQueen- Lipman Tennessee



Position at Lipman: Sales Manager

How long have you been with Lipman? Two months

What is your favorite aspect of working for Lipman? The team work and the "let's get it done" attitude.

What is your favorite vegetable? Broccoli, because it's healthy and good for you. I'd say tomato, but it is a fruit.

Where did you grow up? I was born in Palm Beach County, FL but went to high school in Madisonville TN.

What do you like to do when you aren't working? My wife and I own a small hobby farm. We have horses and a baby miniature donkey. These animals are just like kids and love attention so we like to spend our off time with them when it's possible.

Ideal vacation spot? Aspen, Colorado on a beautiful, clear day.

Favorite movie of all time? A Quiet Man with John Wayne. It's a great story about life and family in old Ireland.

Favorite book of all time? To Kill a Mockingbird. It's a great story about life in the South in the 1930's

What are your favorite sports teams? College Football- Florida State and the Tennessee Volunteers; Baseball- Chicago Cubs and the Atlanta Braves.

If you could have one superpower, what would it be? To leap tall buildings in a single bound!

If you were stranded on a desert island, what 3 things would you take with you? Good food, good wine and my wife.

Do you play any musical instruments or have any other hidden talents? I played the drums in high school. It's been a long time since I have even picked up a set of sticks.

Do you collect anything? Knives and shot glasses from different states.

Are you a member of any community or charity organizations? I have worked with Team Lexie. It's an organization that helps families of children with cancer. I was part of the Justin Cochran Spinal cord foundation. I'm a member of the Georgia Draft Horse Association and the Percheron Horse Association of America.

Anything else that you are passionate about? I'm very blessed to be with a company who cares about service and quality. Taking care of your customer to me is like taking care of your best friend. I'm very passionate about our customers and think of them as family.



PRODUCE BAROMETER

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



MAY CALENDAR

All Month

National Barbecue Month

Second Week

National Etiquette Week

May 8

Mother's Day

May 11

National Eat What You Want Day
Receptionists Day

Estero, FL Weather

Thu May 5	Fri May 6	Sat May 7	Sun May 8	Mon May 9	Tue May 10
82° F	79° F	84° F	88° F	90° F	90° F
64° F	64° F	68° F	72° F	72° F	72° F
VNW 16 MPH	VNW 15 MPH	NW 8 MPH	W 6 MPH	SSW 4 MPH	SE 7 MPH
Averages 88° F/65° F	Averages 88° F/65° F	Averages 88° F/65° F	Averages 88° F/65° F	Averages 88° F/65° F	Averages 88° F/65° F

RESTAURANT INDUSTRY NEWS

FDA Reveals Menu-Labeling Enforcement Start, Final Requirements

By: Peter Romeo, www.restaurantbusinessonline.com, May 3, 2016

Enforcement of menu labeling rules will begin in May 2017, the Food and Drug Administration announced in issuing an updated, more comprehensive guide to how restaurants will be expected to comply.

The nuts and bolts of compliance are spelled out in what is known in regulatory parlance as final guidance, or what the rules are likely to require unless there's an uproar from the public. The requirements are not much different from those the FDA has issued in the past. However, more details are provided, and far more examples are cited, in question-and-answer format, to help chain restaurants understand precisely what they must do.

For instance, a whole section deals with how chain restaurants serving alcoholic beverages will be permitted to determine the calorie content of drinks and present that information to customers. The guidelines specifically say the establishments can use a variety of sources to develop a reasonable gauge of a cocktail's calories, sparing them the expense of having to analyze every drink.

The final guidelines also specify what chain restaurants will have to post on their menus to meet the controversial "succinct statement" requirement, a mandate that establishments give consumers a rule of thumb on calorie consumption. "The following succinct statement must be provided on menus and menu boards: '2,000 calories a day is used for general nutrition advice, but calorie needs vary,'" the FDA said.

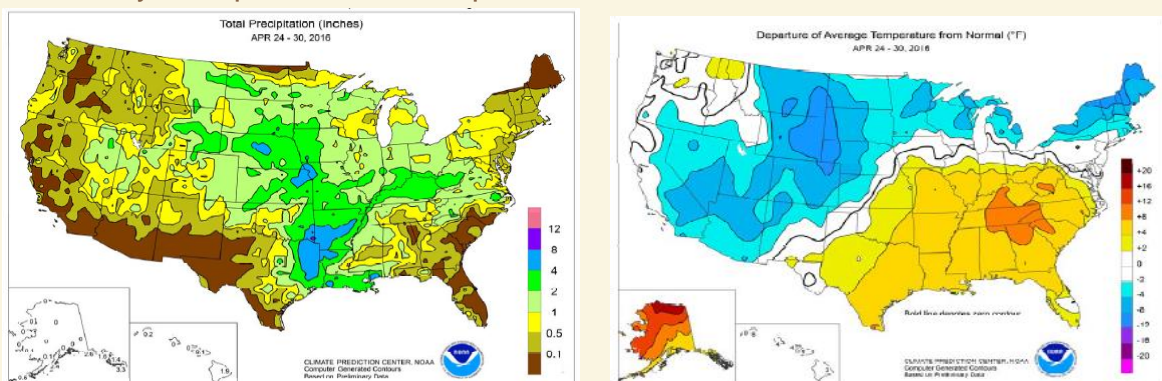
The final guidelines also address now-common aspects of the business that weren't prevalent when the FDA first started drafting the rules. For instance, the agency said it would also regard kiosk ordering stations as menus where calorie information will need to be posted. Ditto for menus that are provided digitally either through an app or online.

Similarly, more guidance was provided on whether or not the disclosure requirements are applicable to a restaurant. Most of the regulations only apply to establishments that are part of a chain with at least 20 branches nationwide. The FDA says in the final guidelines that places with a similar—though not exact—name count toward meeting that threshold. For instance, if 18 restaurants are operating under the name ABC Restaurant and two function as ABC Express, all the outlets would be regarded as being part of a chain with at least 20 outlets.

Some regulations apply to smaller operations if they make health or nutritional claims about their menu items. To comply with formal rule-making procedures, the FDA said it will publish a Notice of Availability in the Federal Register in the next few days as a heads-up that the final guidelines have been issued. It will begin enforcing the final rules a year from that date.

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



AN APPLE A DAY

Hangry No More: Dieting Actually Improves Mood

By: Sara G. Miller, www.foxnews.com, May 3, 2016

If you think of dieting as a long, painful process, new research may change your mind: In the study, researchers found that people who cut calories slept better, were in a better mood and had better sex lives. For people in the study who were a normal weight or overweight (but not obese), reducing daily calorie intake by 25 percent led to an improved quality of life, found the study, published May 2 in the journal JAMA Internal Medicine.

And yes, it also led to weight loss, the researchers found. "We found that normal-weight and mildly overweight people who wish to lose weight need not worry about decreased quality of life," said Corby Martin, the director of the Ingestive Behavior Laboratory at the Pennington Biomedical Research Center in Louisiana and the lead author on the study. Rather, "they can actually expect to feel better," he said.

In the study, the researchers wanted to see if dieting really deserved the bad rap it often gets for making people grumpy and "hangry." Researchers have hypothesized that calorie restriction "might negatively affect mood, stamina and libido, and increase irritability, particularly among normal-weight people," Martin told Live Science. But few studies have tested this hypothesis, he said.

In the new study, researchers looked at 220 people who all had body mass index (BMI) scores ranging from 22 (which is considered normal) to 28 (which is considered overweight). The participants were divided into two groups: a calorie-restricted group, which included 145 people, and a control group, which included 75 people, according to the study. People in the calorie-restricted group met with a health coach who helped them follow a lower-calorie diet, Martin said. (The individuals were each advised to cut their daily calorie intake by about 25 percent.) These individuals were also provided with food for the first few weeks so they could learn how to follow the diet, control their portion sizes, and eat foods that were nutritious and filling, Martin said. The control group, on the other hand, received no dietary advice, according to the study.

Throughout the two-year study period, the participants were asked to fill out questionnaires about their mood, quality of life, sexual function and sleep, Martin said. The researchers found that the individuals in the calorie-restricted group reported improved mood and sexual drive, reduced tension, and improved general health over the course of the study. In addition, the calorie-restricted group lost an average of about 17 lbs. (7.6 kilograms) by the end of the two-year study period, compared with almost no weight change in the control group, according to the study. The researchers also found that cutting calories did not have a negative impact on sleep; rather, people in the control group reported that their sleep quality decreased over the course of the study.

The benefits of calorie-restriction were similar throughout the course of the study, Martin said. While it is true that people feel hungry when they start eating fewer calories, "other studies have shown that dieting can improve quality of life fairly quickly," he said. Martin cautioned that dieting or caloric restriction is not for everyone, however. If a person wants to try calorie restriction, he or she should first speak to a doctor or health professional, Martin said.

Because the study included younger, healthier adults — many of whom had normal BMI scores — the results suggest that approaches "that buffer against possible weight gain may play an important role in [the] growing obesity epidemic," Dr. Tannaz Moin, an endocrinologist at the David Geffen School of Medicine at the University of California, Los Angeles, wrote in an editorial that was published in the same journal as the study. In other words, a calorie-restricted diet may be used to help prevent obesity. This approach would be similar to the strategies used to prevent many other chronic diseases, such as keeping blood pressure in check in order to help prevent heart disease, Moin wrote.

MARK YOUR CALENDAR & PACK YOUR BAGS

June 1-3, 2016

Interactive Customer Experience Summit
Four Seasons Resort & Club at Los Colinas
Irving, TX
<http://icxsummit.com>

June 20-22, 2016

United Fresh Produce Association Convention
McCormick Place Convention Center
Chicago, IL
www.unitedfresh.org

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