

On The Horizon

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Market Update

Tomatoes: With nice, warm weather, the Ruskin/Palmetto round tomato crop has come on a little faster than anticipated and is providing good supply to the market. Quality is nice and sizing has improved. Roma volume is a little light as Florida growers generally reduce rom acreage this time of year. Multiple areas are in grape tomato production, so they are also in good supply this week.

Cooler weather has slowed Baja's production on rounds and romas and will affect yields and color for the next few weeks. Quality is good from Northern Baja, but less than average from the Southern region. We expect to see steady production and nice quality out of Eastern Mainland Mexico through mid-December on romas, and the end of the year on rounds. Grape tomato production and quality is solid out of Central Mexico, while Mainland Mexico is just beginning to get into the season's volume.

Bell Peppers: The California desert continues to harvest bells with nice condition and quality, but sizing and shape are concerns. Mainland Mexico is beginning to see some early fruit and expect more sizing and supply after Thanksgiving. The East has solid supply from multiple Florida growing areas. Georgia is on the downhill slide of the season, with rains bringing quality concerns on the remaining crop.

Green Beans: The East seems to have adequate supply of green beans for the holiday, with most of the product coming out of Florida. Coachella, CA growers expect steady production right up until Thanksgiving, when things will wrap up quickly. Mainland Mexico will take over in December, although we may see some growers come on board early due to optimal weather.

Cucumbers: With both Baja and Mainland Mexico crossing cucumbers, the West has good volume on cucs. In the East, Georgia is winding down but Florida growers continue to ship nice quality and volume.

Summer Squash: Squash availability is a little tighter this week in the West. There is a slight gap between production blocks in Hermosillo, as cooler weather slowed the start of new fields. However, quality and condition remain very nice. Growing areas in Southern Mexico are expected to start during the last week of the month, which will bring supply back to strong levels in the West. Georgia is wrapping things up, shifting Eastern markets to depend on Florida for the remainder of the Winter.

Chili Peppers: Chili pepper markets are treacherous in the West and will likely remain so through the holiday. Baja is completely finished and the California coast is hanging on with just a few japs for a limited time. South Central Mexico is really the only game going and has limited volume to cover the whole US and national markets. Anaheim, tomatillo, serrano, and poblano supplies are falling very short of demand. Western Mainland Mexico (Sinaloa and Sonora) are normally coming in at this time, but are running two weeks behind due to weather during the scheduled planting time.

Hard Squash: Mainland Mexico has now begun shipping all three varieties of hard squash, although spaghetti production is a bit light. Quality reports have been nice on all three varieties. The East also has consistent supply with new crops from Georgia and Florida and storage product from additional local deals.

Transportation Facts

*The National Diesel Average rebounded \$.02 this week and now sits at \$2.50 per gallon.

*The average price for a gallon of diesel fuel is \$1.18 lower than the same time last year.

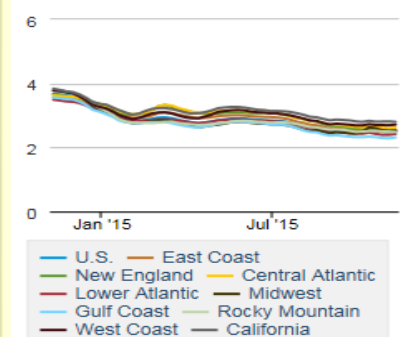
*Fuel prices increased in all reporting areas except California and the Rocky Mountain region, where the cost of a gallon of diesel fell \$.01. The sharpest increase came from the West Coast, where the price rose almost \$.06.

*California reported the highest-priced diesel fuel of the week at \$2.80. The cheapest fuel in the nation is in the Gulf Coast area at \$2.32.

*The WTI Crude Oil Price fell 7.3% per barrel this week, moving from \$46.32 to \$42.93.

On-Highway Diesel Fuel Prices

(dollars per gallon)



Source: Energy Information Administration

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An Apple a Day
OBESITY STILL RISING AMONG US ADULTS, WOMEN OVERTAKING MEN
 Associated Press, www.foxnews.com, November 12, 2015

Obesity is still rising among American adults, despite more than a decade of public-awareness campaigns and other efforts to get people to watch their weight, and women have now overtaken men in the obese category, new government research shows.

For the past several years, experts thought the nation's alarming, decades-long rise in obesity had leveled off. But the Centers for Disease Control and Prevention said in a report Thursday that the obesity rate has climbed to nearly 38 percent of adults, up from 32 percent about a decade earlier.

"This is a striking finding" and suggests that a situation that was thought to be stable is getting worse, said Dr. William Dietz, an obesity expert at George Washington University. But another authority, the University of North Carolina's Barry Popkin, urged caution, saying the participants selected for the study may not have been representative of the nation as a whole.

Experts said they had no explanation for why the obesity rate appears to be rising. The report, based primarily on a survey conducted in 2013-14, also found a tipping of the scales toward women. Obesity rates for men and women had been roughly the same for about a decade. But in the new report,



the rate was significantly higher for women, at 38 percent, compared with 34 percent for men.

Obesity - which means not merely overweight, but seriously overweight - is considered one of the nation's leading public health problems. Until the early 1980s, only about 1 in 6 adults were obese, but the rate climbed dramatically until it hit about 1 in 3 around a decade ago.

- The new figures come from a regular government survey that involves not only interviewing people about their girth but also actually weighing them. Because of that, it is considered the gold standard for measuring the nation's waistline.

- However, it has about 5,000 participants each year - far fewer than some other federal surveys that ask about weight. Generally, it can be harder to draw reliable national conclusions from a smaller survey.

- The news comes after years of government anti-obesity campaigns to encourage people to eat better and exercise. Also, soda consumption has dropped in recent years, and fast-food chains have adopted healthier menus.

- New federal rules have also been adopted to remove artificial trans fats from grocery store foods and to require chain restaurants to post calorie counts, though those have not gone into effect yet.

- The widening gap between men and women seems to be driven by what's happening among blacks and Hispanics, said the study's lead author, the CDC's Cynthia Ogden.

- Obesity rates for white men and white women remain very close.



but for blacks, the female obesity rate has soared to 57 percent, far above the male rate of 38 percent. The gender gap is widening among Hispanics, too - 46 percent for women, 39 percent for men.

- The report also looked at obesity in children but did not see much change. For young people ages 2 to 19, the rate has been holding at about 17 percent over the past decade or so.

- Health officials have been especially focused on obesity in kids, who are the target of the Let's Move campaign launched by first lady Michelle Obama in 2010.

- A CDC report last year noted one possible glimmer of hope: a decline in obesity among children ages 2 to 5. Their rate had fallen to about 8 percent in the 2011-12 survey, down from 14 percent a decade earlier.

- In a piece of good news, the new, 2013-14 report suggests that the decline among toddlers was real and not a statistical fluke. The rate was found to be holding pretty much steady around 9 percent.

- The CDC measures obesity by calculating Body Mass Index, a ratio of weight to height. For adults, a BMI of 25 to 29.9 is overweight, and 30 or higher is obese. According to CDC definitions, a 5-foot-10 man is overweight at 174 pounds and obese at 209.



GETTING TO KNOW YOUR VEGGIES Facts About Spaghetti Squash!

Vegetable spaghetti, vegetable marrow, spaghetti squash, noodle squash, and squaggetti. All are name for a variety of squash or marrow (*Cucurbita pepo*) that looks like a small yellow watermelon, with flesh composed of long thin spaghetti-like strings.

Spaghetti squash, an oval-shaped yellow squash is also called the vegetable spaghetti. It averages 9 inches in length and may weigh up to 6 pounds. When cooked, the crisp, tender, spaghetti-like strands yield a mild lightly sweet and fresh taste. Keep in mind that the larger the vegetable, the thicker the strands and the more flavorful the taste.

Inside spaghetti squash is a wonderful surprise: loads of strands of squash that look like spaghetti noodles. Because of this resemblance, it can be easily substituted for noodles — for about a quarter of the calories. Although the mild flavor of spaghetti squash will not replace pasta's taste, it pairs wonderfully with sauces you would normally put over pasta.

Spaghetti squash originated in Mexico/Central America.

Spaghetti squash is considered a fruit.

The flesh is very low in calories (50 per 100 g edible portion), an excellent source of folic acid, high in fiber, contribute a fair amount of potassium, and small amounts of vitamin A to the diet, but are very low in sodium.

The spaghetti squash is related to the pumpkin.

The more yellow the squash, the more flavorful

When selecting your spaghetti squash, it should be hard all over and heavy for its size. Inspect the squash to make sure there are no scratches, punctures or blemishes. The freshest spaghetti squash will be bright yellow and without discoloration.

PRODUCE BAROMETER

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

November Calendar

All Month
National Pepper Month
November 16th
National Fast Food Day
November 19th
Women's Entrepreneurship Day
November 21st
Family Volunteer Day

Ruskin, FL Weather

Fri Nov 13	Sat Nov 14	Sun Nov 15	Mon Nov 16	Tue Nov 17	Wed Nov 18
82° F	77° F	79° F	82° F	84° F	82° F
63° F	63° F	68° F	70° F	72° F	66° F
NNE 9 MPH	NE 13 MPH	ENE 13 MPH	E 12 MPH	ESE 13 MPH	SE 9 MPH
Averages 79° F/59° F	Averages 79° F/59° F	Averages 79° F/58° F	Averages 79° F/58° F	Averages 79° F/58° F	Averages 79° F/58° F
					Precip 30%





Restaurant Industry News HOLIDAYS POSE CHALLENGES FOR RESTAURANTS

By: Lisa Jennings, www.nrm.com, November 10, 2015

The 2015 holiday season could be mixed for restaurant operators despite positive macroeconomic indicators going into the season, industry watchers say. The fourth quarter opened with what was described by many as a “choppy” October. Same-store sales fell 0.2 percent, according to Black Box Intelligence data, breaking a 14-month streak of growth for the industry. Still, the outlook for consumers is bright as they contemplate gift-giving season, with employment back to pre-Recession highs and gas prices expected to remain low.

The national unemployment rate dropped to 5 percent in October, half that of the peak during the Great Recession, according to the Bureau of Labor Statistics. The average price for regular gasoline was \$2.21 on Tuesday, down from \$2.93 a year ago, and the lowest since 2006, according to AAA.

Larry Miller, co-founder of the monthly MillerPulse survey that tracks industry performance, is projecting a same-store sales increase of 1 percent to 2 percent across all segments for the fourth quarter as the industry laps a difficult comparison with last year, when same-store sales climbed 4.3 percent. Consumer indicators remain robust and two-year sales trends have been strengthening over the past few months, Miller said.

But Christmas falls on a Friday this year, which will put a damper on dining out that weekend. On the upside, however: Hannukah comes 10 days earlier this year than in 2014, pushing the shopping season more firmly into November. In addition, there is one extra selling day between Thanksgiving and Christmas this year, notes a report Monday by the Piper Jaffray Consumer Research Team. And if consumers are out shopping, they’re also out eating.

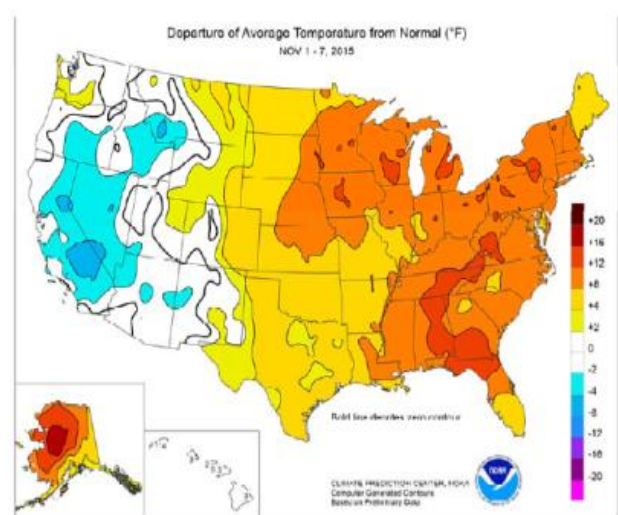
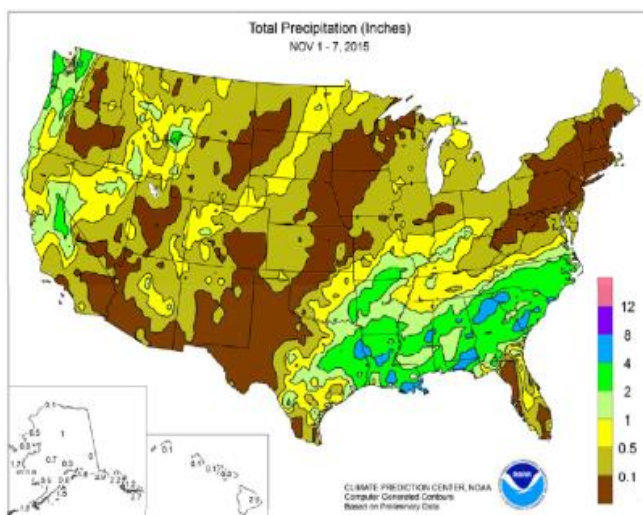
According to the NRF’s annual survey, consumers will spend an average of \$805.65 on holiday merchandise, a few dollars more than the \$802.45 spent on average last year. That projection includes spending on everything holiday, from gifts to decorations. Of that, an average of about \$107.80 will be spent specifically on food, consumed at home and in restaurants, the NRF said.

ShopperTrak expects Black Friday, or Nov. 27, to be the biggest shopping day of the year, though last year it came in second after Super Saturday, the Saturday before Christmas. This year’s shopper is more motivated by sales and a growing tendency to shop earlier, ShopperTrak said.

“This year, there are a number of retailers that are choosing to remain closed on Thanksgiving, and we expect that to compliment current trends and return Black Friday to the top spot for both sales and shopper visits,” said Kevin Kearns, ShopperTrak chief revenue officer.

The NRF said almost half, or 46.1 percent, of all holiday shopping will be conducted online, up from 44.4 percent last year. Gift cards remain the No. 1 most-requested gift item for the ninth year in a row, the NRF said. Nearly six in 10 consumers surveyed, or 59 percent, said they would like to receive a gift card.

NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





News in the Grocery Trade

MORE SHOPPERS OPTING TO PAY FULL PRICE BUT VALUE-SEEKERS RULE

By: Brian Numainville, www.progressivegrocer.com, November 10, 2015

It may not be a tremendous surprise that one of the biggest detractors to a positive shopping experience is discourteous, unknowledgeable, and nowhere-to-be-found staff. Associates hold the key to high trip satisfaction in the supermarket channel by making customers feel like welcome guests, offering food expertise and providing exceptional service.

While having strong associates may indeed be “table stakes” for running a successful supermarket store or chain today – as reinforced by results of our annual recently released Retail Feedback Group Supermarket Experience Study – it's not as easy as it sounds. Hiring and retention issues aside, margin, sales and other pressures have often led to reduced staffing levels and employee training budgets. But in the end, it isn't surprising that having a solid associate base can make a big difference.

What I did find, however, more surprising is that shoppers use of money saving measures, while still strong on an absolute basis with use by 76 percent of shoppers surveyed, shows a decline both overall and across many vehicles measured.

Let's consider coupon-clipping: 25 percent of supermarket shoppers indicate they engage in this practice but it is down from 32 percent last year. And even downloading digital coupons, which registered at 14 percent this year, shows a decline from 19 percent last year.

Similar results are found when considering grocery circulars. Overall, 70 percent used the printed version. While 46 percent indicated they read the printed version at home, this is down from 50 percent a year ago. Reading the printed circular in the store remains similar to last year, down just one percent to 24 percent. Use of the electronic version of the circular shows a five-point decline from 21 percent to 16 percent currently.

Finally, when examining promotions, a similar pattern emerges. Using in-store deals declined to 14 percent from 17 percent last year, at least in part due to the declining use of secondary displays by retailers as the economy is improving. Using loyalty program deals, smartphone research and social media research remained virtually unchanged.

So the research findings support the fact that this reduction in use of various vehicles isn't just an issue of shoppers moving from print to digital given the declines in both. As we gain distance from the recession of several years ago, the visibility of the economic downturn begins to fade and some shoppers are in a better position, resulting in a reduced dependency on money-saving measures and more focus on convenience and speed, especially among higher income shoppers.

But at the same time, the overall number of shoppers using some form of money-saving measures has only declined by two percent so these vehicles are absolutely still relevant. Perhaps most importantly, shoppers who use the circular, coupons and sales promotions are more satisfied (with an average score of 4.52 versus 4.44 overall) and more likely to recommend the supermarket.

In the end, encouraging the use of the grocery circular (whether pre-trip or in the store), utilizing a customized coupon strategy and offering in-store promotions will likely lead to more satisfied, loyal shoppers as each helps reinforce perceived value – a key driver of trip satisfaction.

Brian Numainville is a principal with **Retail Feedback Group**. He can be reached at: 516-829-4200 x115 or via email: bn@retailfeedback.com.

<p align="center">Mark Your Calendar & Pack Your Bags</p> <p align="center">March 3rd-5th, 2016 Southeast Produce Council's Southern Exposure Diplomat Resort & Spa Hollywood, FL www.southernexposure.seproducecouncil.com</p> <p align="center">April 17th-19th, 2016 PMA Foundation's Women's Fresh Perspectives Conference Loews Coronado Bay Resort San Diego, CA www.pmafoundation.com</p>	<p align="center">Created By</p> <p align="center">refreshingly dependable Lipoman</p> <p align="center">For Our Valued Customers <i>Visit our websites....</i> www.lipmankitchen.com www.lipmanproduce.com</p> <p align="center">Follow us on Facebook, Twitter and Instagram!</p> <p align="center">Questions or comments about the newsletter? Contact : joanna.hazel@lipmanproduce.com</p>
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