

On The Horizon

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Market Update

Tomatoes: Ruskin/Palmetto is having a strong week of tomato production! Yields are increasing and quality continues to be very nice on rounds and romas. With exceptionally warm weather recently, we're looking for Immokalee and other South Florida areas to begin harvesting ahead of schedule. Grapes are also available in solid supply from multiple growing areas.

Baja and Eastern Mexico are seeing light production and reduced yields on both romas and rounds this week. Cooler weather has kept fruit from sizing up, so larger sizes are on the short side. Availability and sizing will remain scant until Western Mexico gets up and running in December. With three areas in production, there are ample grape tomatoes to meet market demand. Baja is on the downhill slide, with quality and numbers beginning to dwindle. However, Central Mexico will go strong until the first part of December, when the Southern Mainland will peak on grapes.

Bell Peppers: The California desert continues to ship limited volumes of bell peppers as it moves closer to the season's end. Mainland Mexico has started in a small way with medium and choice peppers, but won't see a substantial increase in volume until the 2nd week of December. Quality is good from both areas. In the East, pepper supply is also light. Central and South Florida have seen extreme temps and warm nights, which have reduced yields and produced tender fruit. Georgia growers are cleaning up but will likely be done after this week's wet weather.

Green Beans: Beans are coming up short this week, just as one might expect for the Thanksgiving holiday. Homestead's yields are down significantly due to weather, which

has tightened things up in the East. As for Western markets, production is slowing down in the California desert but most growers will make it through Thanksgiving. Mainland Mexico is just getting started and should see increased volume right after the holiday.

Cucumbers: Cooler temps have slowed cucumber production in Northern Mainland Mexico this week, although quality remains nice. Likewise, in the East, there are not a lot of cucumbers around. Central and South Florida farms have seen a lot of heat, which reduced yields and affected quality on what's available.

Summer Squash: High temps in the East and cool temps in the West have affected availability of yellow and zucchini squash this week. Florida crops are in the low-production part of the plant life cycle, as crops have moved along faster than planned. Mainland Mexico's production has decreased and new blocks are slow to come on. As weather warms up, look for more product from the West.

Eggplant: Supply is steady and quality is good in the East. Florida's crops are thriving in the warm weather and should continue to do so. Georgia still has fruit, but quality is compromised due to weather. In the West, the California desert is wrapping up with only smaller sizes available. However, Mainland Mexico is up and running with volume increasing weekly.

Hard Squash: Storage crops are beginning to clean up, shifting demand to new crops of hard squash. Mainland Mexico is now in good production and will continue to see increases in volume over the next few weeks.

Chili Peppers: Chili production has been affected by cool weather and will remain tight until December

Transportation Facts

*The National Diesel Average dropped \$.02 this week and now sits at \$2.48 per gallon.

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

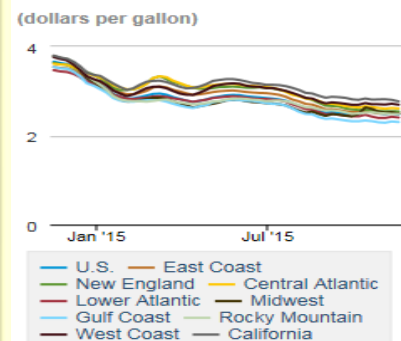
*Fuel prices decreased in all reporting areas except the Rocky Mountain region, where the price remained stable at \$2.49.

*California reported the highest-priced diesel fuel of the week at \$2.77. The cheapest fuel in the nation is in the Gulf Coast area at \$2.30.

*The WTI Crude Oil Price fell 5.3% per barrel this week, moving from \$42.93 to \$40.67.

*There is a slight surplus of trucks available in Central and South Florida this week. All other areas report adequate availability.

On-Highway Diesel Fuel Prices



Source: Energy Information Administration

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Restaurant Industry News

SUPPLY CHAIN: HOW MILLENNIALS HAVE CHANGED EVERYTHING

By: Vishy Visweswaran, www.fastcasual.com, November 3, 2015

Rapid changes in consumer demand and supply environment require better food sourcing capabilities to plan and manage growth. More specifically, the latest generation of food lovers, millennials, have brought a unique perspective to the industry with greater demand for fresh and organic products and sustainability. Their views on social responsibility continue to impact the restaurant industry more than ever before.

Caught in a vise, squeezed from one side by cut-throat competition and rising consumer demands — particularly those of the millennial generation, and from the other by increased costs and supply chain complexity, restaurant chains are pressured as never before to manage volatility and maximize profits. Yet at many chains, functions including supply chain, procurement, finance, menu management, operations and marketing fall short in responding to this crisis. This is largely due to the fact that they are struggling with outdated practices and legacy systems when, in reality, it is more important than ever to establish best practices in farm-to-fork supply chain and procurement orchestration. For restaurant companies to build resiliency and enhance their competitive position in today's millennial-driven marketplace, this is the only way.

The most successful brands have tapped into the full potential of the millennial consumer. In an effort to speak to this food-centric generation, many have turned to modern solutions and business processes, which allow managers to source fresher products at lower cost; improve promotions and new product fulfillment; and do their part to deliver higher, more predictable

and more reliable margins for their company and franchisees. Here are three ways the next-generation is shifting the supply chain approach:

The Internet: Millennials, in particular, are a generation keenly focused on the growing and pervasive use of interconnected devices. This trend is rising alongside those entering the workforce. Because this generation was born and raised during the digital revolution, they're accustomed to products and processes that are highly interconnected. Supply chain companies should leverage the millennial perspective, better engaging in creative and strategic thinking. Doing so will help to develop strategies for forward-looking supply chain scenarios in response to shifting market features and to respond to near-term supply needs in a dynamic, cost-optimal manner.

Big data: Similar to the use of the Internet and interconnected devices, so too has the use of big data transformed the way millennials approach the supply chain industry. Their digital confidence and understanding of the types of information being collected and analyzed is bound to lead to gains in supply chain operational efficiency as they begin applying their new knowledge of the industry in intelligent ways. Utilizing such next-generation solutions helps QSR chains today optimize sourcing by uncovering true supplier cost structures for sourcing decisions while negotiating leverage.

Marketing and sales: Millennials have been desensitized to overt branding messages. Instead, they respond to more organic marketing and sales approaches. At the root of the problem in many supply chains, is a misunderstanding of the

millennial consumer. Knowing that it is more difficult through traditional marketing to convince a U.S. millennial than an older U.S. consumer that a brand is relevant to him or her, the challenge therein lies in the fact that traditional marketing and promotions may not work. Today, millennials rely on a much wider network for support, advice, and general information. In the work force, too, millennials will seek to shift sales and marketing activities online to develop more meaningful, solutions-based relationships with buyers.

Restaurant supply chain, procurement, finance and menu management executives are facing an unprecedented conjunction of complex challenges from farm to fork. Inputs of food and supplies represent, on average, about 30% of all costs for restaurant chains. The executive suite sees these costs as more amenable to management than other high fixed costs such as labor and infrastructure improvement. Supply chain, procurement and finance professionals are expected to play a heroic role in holding down costs, but must also do their part to uphold menu quality and reliability — or the chain risks decline or death. Contributing to the ever-changing landscape of the restaurant industry is the millennial consumer, oftentimes affecting even the largest of companies.

In such an environment, the best practices outlined here are the only options that will allow restaurant chains to maintain profits and enhance their competitive position in the marketplace among the changing industry landscape and shifting millennial ideologies.



LIPMAN CELEBRATES From the Kitchen of JoAnna Hazel

There's no better way to celebrate the upcoming holidays than with a good meal between family and friends. This season, we'd like to invite you into the kitchens of some of Lipman's own as they share their favorite holiday traditions and foods.

JoAnna Hazel- Marketing and Local Programs

Lipman Location- Clarksville, AR

Holiday Traditions- I really get into creating an outdoor lighting display at my home. It's fun to see others drive by slowly or even stop in front of my house to enjoy the lights. The other thing that I spend a lot of time doing is wrapping gifts. Every box and bow has to be perfect. Some may say I am a bit obsessive about it. ☺

Recipe Notes- I love to entertain family and friends during the holidays and this recipe is fast and easy. If you make these, be sure to get yours first as they seem to disappear quickly!



HAM AND CHEESE PARTY SANDWICHES

- 12-pack King's Hawaiian Sweet Dinner Rolls
- 1 lb shaved deli ham
- 1 lb Swiss cheese, thinly sliced
- 1 stick butter
- 1 tsp minced onion
- 1 tsp garlic powder
- 1 tsp poppy seed
- 2 tsp Worcestershire sauce

Melt butter and mix in onion, garlic, poppy seed, and Worcestershire. Cut the entire pack of rolls in half, horizontally (keeping top and bottom halves separate and intact). In a 9x13 pan, place the bottom half of the rolls and cover with ham and cheese. Add the top half of the rolls. Drizzle butter mixture on top of the rolls, making sure onion is evenly distributed. Bake in a 350 degree oven for 15-20 minutes.

PRODUCE BAROMETER

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

November Calendar

All Month
Vegan Awareness Month

Fourth Week
National Family Week

November 25th
Eat With a Friend Day

November 26th
Thanksgiving

Ruskín, FL Weather

Thu Nov 19	Fri Nov 20	Sat Nov 21	Sun Nov 22	Mon Nov 23	Tue Nov 24
84° F	82° F	81° F	73° F	73° F	73° F
70° F	70° F	66° F	61° F	57° F	57° F
W 7 MPH	NE 9 MPH	ENE 4 MPH	NNE 12 MPH	NE 11 MPH	NE 11 MPH
Precip 40%	Precip 50%	Precip 40%	Precip 30%	Averages	Averages
78° F/58° F	78° F/57° F	78° F/57° F	78° F/57° F	78° F/57° F	78° F/56° F





**An Apple a Day
MILLENNIALS MORE LIKELY TO DITCH DIET MENTALITY**

By: Monica Watrous, www.foodbusinessnews.net, November 12, 2015

WASHINGTON — In matters of health and wellness, millennials are less concerned about calories and fat than the general population, according to the International Food Information Council (IFIC)'s 2015 Food and Health Survey. Millennial consumers also are more likely to use technology to achieve a healthier lifestyle.

“Millennials are a unique generation, and their approach to health and fitness is no exception,” said Sarah Romotsky, R.D., director of health and wellness for the IFIC Foundation. “This research gave us an inside look at how millennials are optimistic about the future of food, they look to their friends and family for support, they use technology as a tool to reach their health goals, and they have shifting attitudes about the value of certain nutrients.”

Like the general population, millennial consumers agree moderate sugar intake may be part of a healthy diet and that there are differences in the healthfulness of naturally occurring sugars compared with other types of sweeteners. However, millennial perceptions of fat and protein differ from those of the general population. Fewer millennials (54% vs. 61% of the general population) claim to have reduced consumption of solid fats, and one in three millennials recently have changed his or her opinion on the healthfulness of saturated fat, with millennial men more likely to view it more favorably. Additionally, one in five millennials say higher-protein foods may have many unhealthful components, compared to one in seven of the general population.

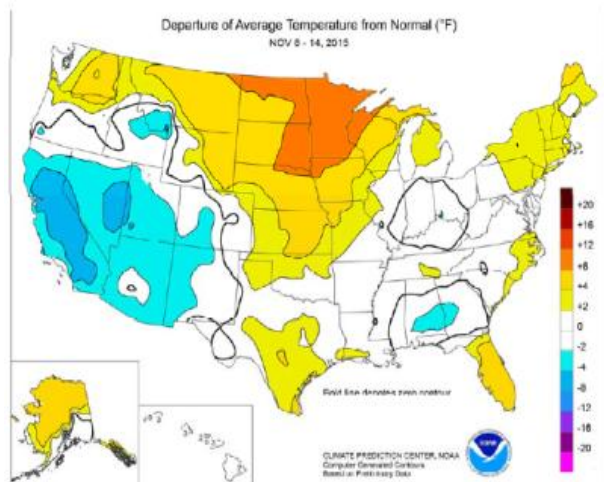
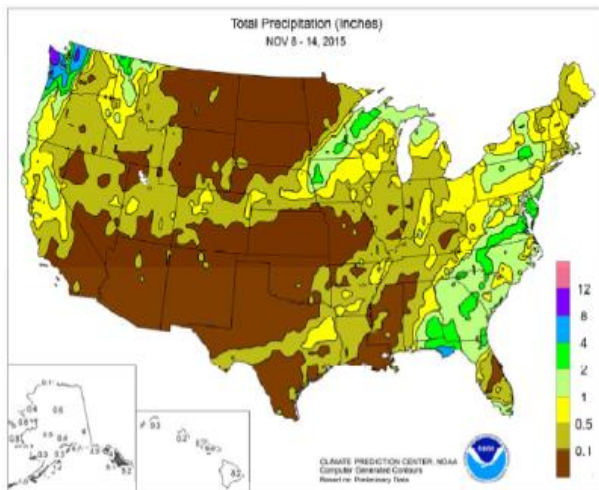
Moreover, millennials are less likely to count or limit calories than other age groups, and 20% of millennials claim all sources of calories have an equal effect on weight gain, compared to 27% of the general population.

More than a third (36%) of millennials track daily food and beverage intake using an app or other means, compared with 22% of the population, and 12% of millennials use an on-line support group or community to pursue wellness goals, compared with 6%. Millennials also are more optimistic than other age groups about future food innovations and inventions that may support healthful living.

Millennials also are more likely to trust a health or nutrition blogger for accurate food information (33% vs. 24% of the general population) and rely on support of family and friends to improve eating behaviors (45% vs. 32%).

“It’s encouraging to see that millennials are interested in learning more about eating well,” said Kris Sollid, R.D., director of nutrient communications for the IFIC Foundation. “Developing a positive relationship with food is one of the most important things young people can do for their health.”

**NATIONAL WEATHER SPOTLIGHT
Weekly Precipitation and Temperature Deviation**





**News in the Grocery Trade
IS DIGITIZING THE SUPERMARKET NECESSARY?**

By: John Karolefski, www.progressivegrocer.com, November 17, 2015

Retailers are launching online grocery shopping programs because enough of their customers dislike trudging through stores or lack the time to do so. They prefer to have food and beverages delivered to their home or wait at the store's curb for pick-up.

Meanwhile, grocers still have a huge investment in physical stores. So it's no surprise that many of them are digitizing their supermarkets to make them more attractive to shoppers.

"Digitizing the supermarket" means testing and rolling out a wide variety of devices designed to make shopping easier, faster, more efficient and more enjoyable. Stores are outfitted with beacons to beam coupons to shoppers' smartphones. Electronic Shelf Labels (ESLs) provide dynamic pricing. Digital signage adds pizzazz to the supermarket setting. Scanning and bagging groceries while shopping the store saves time at checkout.

Will these "improvements" make grocery shopping more attractive to consumers? It's too early to say for sure, but it's certainly a step in the right direction to bring supermarkets into the 21st century.

The linchpin of these technologies is the mobile phone. Most people own a smartphone and carry it with them wherever they go. But keep an eye on Gen Z, the cohort of people born after the Millennial generation. They will be the grocery shoppers of the future, and they already carry smartphones.

Of course, not every supermarket retailer is testing these new technologies. Many operate on thin margins and are reluctant to invest in digital improvements until they are proven and accepted by most shoppers. Some grocers argue that customers want to get in and out of the store quickly. They don't have time to scan QR codes or do mobile research on the nutritional attributes of a new product on the shelf. Still others don't believe a critical mass of customers is shopping — or wants to shop — while clutching a smartphone.

Rather than invest in digital, these grocers prefer to focus on the right assortments, clean stores and outstanding customer service. And there's nothing wrong with that formula, which has proved to be successful around the country for decades.

But remember Gen Z, the folks who will be buying most of the groceries in the future as they mature and start families? They will be the true digital generation and will be attracted to the digitized supermarket. Chances are these new grocery shoppers will drive past a clean, well-lighted place and stock up where they can get a digital coupon sent to their smartphone.

Here's the bottom line: Grocers need to invest in digital technologies today or risk being left behind tomorrow.

- See more at: <http://www.progressivegrocer.com/departments/technology/digitizing-supermarket-necessarv#sthash.FDtdiozm.dbuf>

<p align="center">Mark Your Calendar & Pack Your Bags</p> <p align="center">January 12th-14th, 2016</p> <p align="center">United Fresh produce Association's Midwinter Leadership Forum La Quinta Resort & Club Palm Springs, CA www.unitedfresh.org/events</p> <p align="center">February 6th, 2016</p> <p align="center">New England Produce Council's Annual Dinner Dance Gala World Trade Center/Seaport Hotel Boston, MA www.newenglandproducecouncil.com</p>	<p align="center">Created By</p> <p align="center">refreshingly dependable Lipman</p> <p align="center">For Our Valued Customers</p> <p align="center"><i>Visit our websites....</i></p> <p align="center">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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