



## MARKET UPDATE

**Tomatoes:** Florida's round and roma production is on the upswing with good volumes available this week. Fruit size is progressively getting larger as weather conditions become more conducive for sizing up the crops. Expect more of the same next week, with continued excellent quality. Grape tomatoes are available in promotable volumes, with quality varying by grower.

In the West, vine-ripe round tomato volumes are a little less this week, as Baja and Central Mexico continue to work from existing acreage. Larger sizes are short and color is light, as growers stay on top of fields to fill orders. Romas are available in better volumes, as there are more acres of them planted than rounds. Grapes are available in promotable volumes, with supply coming from Baja, Central Mexico and Sinaloa.

**Bell Peppers:** With Georgia and multiple areas in Florida bringing product to market, the East continues to have an abundant supply of bell peppers available. Georgia has experienced some cold weather which will move their farms closer to the season end, but there are new growers in Florida ready to come online and take their place. Aside from some cold damage in Georgia, overall quality is good. The West also has a plentiful supply of bell peppers available. Multiple areas in Mainland Mexico offer all sizes with good quality. Growers in the California desert continue to ship fruit, but will likely finish up over the next 7-10 days.

**Cucumbers:** Mainland Mexico is now bringing solid volumes of cucumbers to market and expects increases for the next three weeks. Quality is nice, with all sizes available. With Georgia finished up, Eastern sourcing is focused on

Florida for cucs this week. Yields have been light, but there is ample supply and a variety of sizes to meet market demand. Honduran fruit has started in a light way, but won't provide volumes for another few weeks.

**Summer Squash:** Florida growers continue to offer a consistent supply of zucchini squash to the market but are spotty with retail-appropriate yellow squash. The West continues to have good squash supply during the transition from Hermosillo, Mexico to more Southern growing areas. Stronger volumes will come as more growers in the Southern areas come on board with fruit.

**Green Beans:** Despite North Florida's bean producers wrapping things up due to cold weather, there are plenty available with good quality in South Florida and the Lake area for business. Western supply is increasing as Guasave growers get further into crops and more Culiacan farms add to the mix.

**Eggplant:** Eggplant supply continues to be steady in the West as many growers are flush with nice fruit. The East also has good supply and quality on eggplant this week, primarily from Florida.

**Chili Peppers:** Florida is knee-deep in its Winter chili pepper production and has most varieties available with good quality. Although Baja still has some fruit crossing into the States, the majority of Mexico's chili pepper production has transitioned to Sonora and Sinaloa in Mainland Mexico. Growers are now able to offer all varieties. Supply is good and quality has improved.

**Hard Squash:** Although availability is sporadic, there continue to be hard squash storage crops available on both coasts. However, quality, sizing and availability are definitely best on new crop fruit from Georgia in the East and Sonora in the West.

## TRANSPORTATION FACTS

\* The National Diesel Average dropped another \$.02 this week, moving from \$2.44 to \$2.42 per gallon.

\* The average price for a gallon of diesel fuel is \$.02 less than the same time last year.

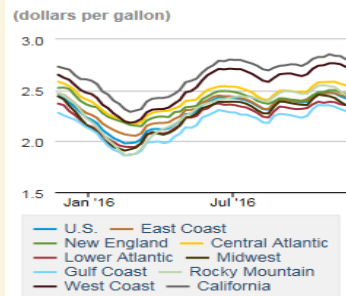
\* Fuel prices fell in all areas of the country with the largest decline coming from the Rocky Mountain zone (-\$.04) for two weeks in a row.

\* California reports the highest-priced diesel fuel at \$2.80 while the Gulf Coast region still offers the best bargain at \$2.30 per gallon.

\* The WTI Crude Oil price increased 4.9% this week, moving from \$45.81 to \$48.03 per barrel.

\* Transportation supply is on the short side in Central and South Florida as well as in potato shipping states. All other areas report adequate numbers of trucks.

**On-Highway Diesel Fuel Prices**



Source: Energy Information Administration

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## Keep Your Eye on the Consumer

### The Harris Poll Reveals Americans' Favorite Things About Thanksgiving

By: Rebekah Marcarelli, [www.groceryheadquarters.com](http://www.groceryheadquarters.com), November 18, 2016

Thanksgiving is just around the corner and Americans across the country are planning what to serve, who they'll dine with, and where they'll eat. According to a recent Harris Poll, vast majority of adults indicate they celebrate Thanksgiving (96 percent), but it's not always all about the food. Nine in 10 Americans agree Thanksgiving is more about who you're with than what you're eating (90 percent).

While food may not be the most important part of the holiday, it's certainly a critical part for many. Nearly three quarters (73%) agree having a fridge full of leftovers is the best thing about hosting Thanksgiving. Turkey sandwiches may be the very thing they're looking forward to as seven in 10 adults also agree it's not a proper Thanksgiving meal if there's no turkey (70 percent).

These are some of the results of The Harris Poll of 2,037 U.S. adults aged 18 and up surveyed online between Nov. 2 and 4, 2016.

#### The People

Seven in 10 adults also agree it's not a proper Thanksgiving meal unless you celebrate with family (71 percent). And along these lines, over six in 10 Americans (62 percent) say they prepare Thanksgiving meals with family, while 15 percent do so with friends. Adults planning to attend a meal with family will have two Thanksgiving meals, on average. This number jumps up to an average of about three meals among those who are part of multi-ethnic/multi-cultural families.

Twelve percent also indicate they celebrate the tradition of "friends-giving" – a Thanksgiving meal exclusively celebrated with friends. "Friends-giving" is particularly popular among 18-34 year olds compared to older adults (19 percent 18-34 vs. 14 percent 35-44; 6 percent 45-54; 11 percent 55-64; 9 percent 65 and up). Those who are planning to attend a "friends-giving" meal will have about two meals with friends, on average.

#### The Places

A majority of Americans say they typically celebrate Thanksgiving at their own home (61 percent) or a family member's home (52 percent).

The latter is, perhaps unsurprisingly, most common for those ages 18-34 (64 percent) compared to older adults. Those with kids in the house are more likely than those without to host in their own home (67 percent vs. 57 percent), as are those with multi-cultural families (69 percent vs. 59 percent with non-multicultural families). About one in 10 celebrate at a friend's home (11 percent) or a restaurant (8 percent).

Whether it's at their home or someone else's, most Americans prefer the homey feeling of Thanksgiving meal as just 26 percent of adults say they would much rather eat in a restaurant on Thanksgiving than cook dinner. Eating at home has other perks as well as nearly three in 10 (28 percent) say they typically have the television on while eating their Thanksgiving meal.

#### Diverse Dishes

A majority of Americans indicate their holiday meals typically consist of several "traditional American" dishes including turkey or ham (80 percent), side dishes – like mashed potatoes and green beans – (77 percent), and dessert, including apple pie or pecan pie (72 percent). However, not everyone's Thanksgivings are as traditional as one might picture. Interestingly enough, nearly three in 10 Americans, prepare these same traditional dishes with an ethnic twist or cooking method from another culture (29 percent). As well, these meals now include side dishes (22 percent), a main dish (16 percent), or dessert (14 percent) from another ethnicity or culture. Some non-traditional, ethnic-inspired dishes that will be served up at holiday meals include kimchi, ceviche, enchiladas, halal dishes, gorton, pierogis, pernil, rutamus, and kishka.

Those who have a multi-cultural family are significantly more likely than those who don't to serve a culturally-diverse dish: 47 percent serve a side dish from another ethnicity or culture (vs. 18 percent among non-multi-cultural families); 45 percent serve a "traditional American" dish prepared with a cooking method or flavor from another ethnicity or culture (vs. 26 percent); 39 percent serve a main dish or entrée from another culture (vs. 12 percent); and 27 percent serve a dessert from another culture (vs. 12 percent).

While cooking from scratch may be seen as the traditional way, nearly two in 10 (18 percent) say they'd prefer to make Thanksgiving dinner from a meal kit, with ingredients and instructions pre-portioned and delivered to their doors. Younger adults, those 18-54, are significantly more likely than older Americans to be open to the idea of holiday meal kits (32 percent 18-34; 27% 35-44; 16 percent 45-54; 8 percent 55-64; 5 percent 65+). Those with kids in the house are also more likely to agree they prefer meal kits – nearly three times as much as those without kids in house (31 percent vs. 11 percent, respectively).

"Thanksgiving traditions are shifting, affecting everything from how people shop to what they cook to who they're celebrating with," says Jordan Rost, vice president of consumer insights at Nielsen. "As the U.S. becomes increasingly more diverse and digital continues to transform the retail environment, Americans will start to trade out some of their traditional plans to modernize the holiday, such as opting for click-and-collect grocery purchases to delivery kits to celebrate the festivities this year."





## LIPMAN GREETINGS



### PRODUCE BAROMETER

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



### NOVEMBER CALENDAR

**All Month**  
 Vegan Awareness Month  
**November 25<sup>th</sup>**  
 National Eat with a Friend Day  
 Buy Nothing Day **OR** Black Friday  
**November 26<sup>th</sup>**  
 Small Business Saturday  
**November 29<sup>th</sup>**  
 Throw Out Your Leftovers Day

#### Ruskin, FL Weather

Thu	Fri	Sat	Sun	Mon	Tue
Nov 24	Nov 25	Nov 26	Nov 27	Nov 28	Nov 29
81° F	81° F	77° F	75° F	79° F	81° F
63° F	61° F	57° F	57° F	63° F	66° F
N 7 MPH	NNW 5 MPH	NE 6 MPH	ENE 7 MPH	SSE 9 MPH	S 16 MPH

## An Apple a Day

### Classic Healthy Holiday Tips Matter Even More, Post-Election

By: Ann Maloney, [www.nola.com](http://www.nola.com), November 21, 2016

"At the holidays, people are stressed out period," said registered dietitian nutritionist Felicia Stoler. "Post-election, there is so much more going on." Along with the usual shopping, cooking and busy calendar of parties and school pageants, comes the anxiety of lingering post-election tension

On Nov. 8, the battle between President-elect Donald Trump's supporters and those of Hillary Clinton did not end. As Trump prepares for inauguration on Jan. 20, protests and Facebook posts remain a daily reminder of the divide not only in the nation, but among family and friends.

If cornered by someone with beliefs different from her own at holiday event, Stoler, who lives in New Jersey, said she plans to try to "calmly quell the question. I'll just say, 'It's the holidays. Can we just cool it and talk about this next year?'"

"Sometimes you're just not going to change someone who is so set in their ways, so there's no point in spinning your wheels," she said, adding that she does think that people should try to recognize and respect that some may have specific, personal worries. "I would say there's a lot of uncertainty," she said. "People may have a health condition and be concerned about health insurance and health care. If somebody is LGBTQ, people in that community are nervous."

No matter one's position on the election and issues, however, the best way to handle a stressful holiday season well is to take care of yourself in the first place, she said. The classic tips for reducing stress are even more important in 2016. For example, if you know that you use food to comfort yourself, you may find yourself packing on more pounds and inches this holiday than usual. If you turn to alcohol, you may find yourself even more depressed. "Food is an easy thing to go to whether you're at work or at someone else's house. It's easier and more readily available than a manicure and back massage," she said.

Stoler advises having a health strategy and sticking to it throughout the holidays.

**Sleep.** Get a full night's sleep, especially the night before the holiday meal. "Sleep is essential. Just like everybody plugs in their devices at night to recharge, we need to do the same thing with our body."

**Eat well.** Eating right away in the morning will help get your metabolism moving, and prevent you from overeating later, she said. Choose low-calorie healthy snacks. Never starve yourself before gatherings. It can cause blood sugar dips, which affect mood and, make it harder to make healthy choices when you do eat.

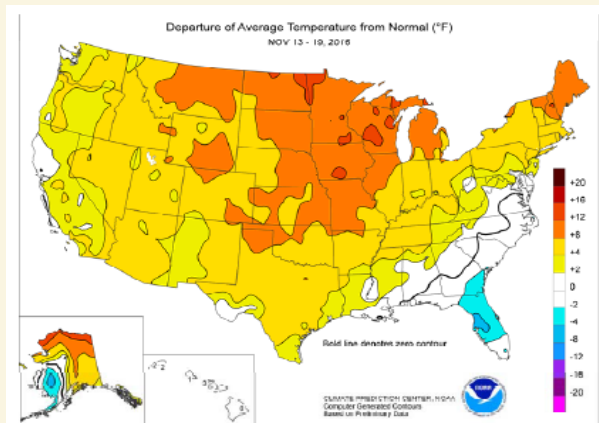
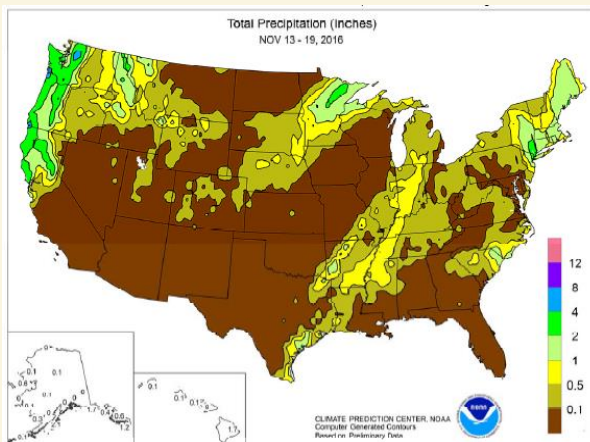
**Exercise.** Find time. This boosts your metabolism and your mood. "Exercise helps your mood tremendously. We are not meant to sit on our rear ends all day. This can include gardening, cleaning or a walk around the block as well as the gym.

**Drink water.** Sip it throughout the day to avoid dehydration, which can lead to fatigue and irritability.

**Slow down.** Before dessert, take a post-dinner walk to speed up digestion and, maybe, get a break from the crowd. Added benefit: Your brain will have to time to get the message to your stomach that you are full, and maybe you won't eat as much dessert (or any) or have that third glass of wine.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## RESTAURANT INDUSTRY NEWS

### Study: Restaurant Traffic Slow on Black Friday

[www.qsrweb.com](http://www.qsrweb.com) , November 22, 2016

Although many retailers look to Black Friday as the most successful shopping day of the holiday success, restaurants should not be among them, according to research from Revel Systems.

Based on data collected from order totals during past Black Fridays at restaurants in the four large metropolitan areas of New York City, Los Angeles, Chicago and San Francisco, Revel predicted that the majority of restaurants will see significantly fewer orders this coming weekend as compared to other, non-holiday weekends.

Findings included:

- Nationally, restaurants see a 34 percent drop in the average total number of orders on Black Friday weekend.
- In New York City, orders drop 49 percent this weekend.
- In Los Angeles, there's a 39 percent decline in order totals.
- In Chicago, there are 38 percent fewer total orders.
- San Francisco sees just 7 percent fewer total orders this weekend.

## HOLIDAY HUMOR



## MARK YOUR CALENDAR & PACK YOUR BAGS!

**March 5-7, 2017**

International Restaurant & Foodservice Show of  
New York  
Jacob K. Javits Convention Center  
New York, NY  
[www.internationalrestaurantny.com](http://www.internationalrestaurantny.com)

**May 8-11, 2017**

Food Safety Summit Expo & Conference  
Donald Stephens Convention Center  
Rosemont, IL  
[www.foodsafetysummit.com](http://www.foodsafetysummit.com)

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