



**MARKET UPDATE**

**Tomatoes:** Florida farms in the Ruskin/Palmetto area have worked through crown picks, and are now working on 2<sup>nd</sup> and even 3<sup>rd</sup> passes through round tomato plantings. Sizing and volume will drop significantly next week as farms and fields finish up for the season. Eastern tomato availability will be very sparse for 2-3 weeks, or until Immokalee-area crops come into full production around the 25<sup>th</sup>. Romas are very few and far between, with small volumes scattered among a few farms. Grape tomatoes have also been short, but will become even more challenging next week as more Ruskin/ Palmetto farms finish up. It may be mid-late December before we see any substantial volume out of South Florida due to the post-hurricane replanting schedules.

East Mexico and Baja's round and roma production is slowing down due to seasonal decline. Sizing options are limited but quality continues to be acceptable. The Culiacan area is expected to step in with product in a light way in mid-December, with full production ramping up by the first of the year. Grape tomato harvests are light but steady through Texas, while Nogales and Baja shippers have limited volumes. There are some quality issues reported in the grapes from older harvest areas.

**Bell Peppers:** Eastern bell pepper supply continues to be a challenge. Georgia farms are stretching the season and picking offgrade peppers this week. However, they should completely wrap up over the weekend. Central and South Florida are working light harvests but supply is much less than demand. Production numbers should pick up as more acreage comes online over the next few weeks. In the West, California has product but volumes are declining as they move into the seasonal decline. Mexico has yet to come into volume and size, but should begin to in the next 10-14 days.

**ON THE HORIZON CONTENTS**

- News in the Grocery Trade- page 2
- Lipman Recipe Contest- page 3
- Keep Your Eye on the Consumer - page 4
- An Apple a Day- page 5

**Cucumbers:** Cucumbers are available in adequate supply throughout the country this week. Florida farms are shipping light to moderate volumes with good quality. Honduras has come into harvests early and is already begun to bring fruit into the US. Western markets have plenty of product as well with fruit crossing from Baja and Mainland Mexico farms.

**Summer Squash:** Squash is plentiful in Central and South Florida this week. Quality is nice on zucchini, but there are some sporadic trouble reports on yellow. Although current Mexico growing areas have a little less volume this week due to a light spot in production, there is still plenty of product available to meet market needs.

**Green Beans:** South Florida is now into solid supply of beans, offering good quality and consistent production numbers. Guasave, Mexico is also coming on strong, helping to solidify supply for the immediate future.

**Eggplant:** Although Georgia is still shipping eggs, production is transitioning to Florida. Plant City has light numbers and South Florida is just beginning to break into fields. Look for volume to increase from South Florida over the next 10-14 days. The California desert expects to have eggs for another week, then Western supply will completely transition to Mexico where quality and condition have been beautiful.

**Hard Squash:** Although Eastern supply of hard squash is limited to light volumes from Georgia and Florida, there is ample supply of nice quality product available from Mexico.

**Chili Peppers:** Mainland Mexico is starting to see stronger volumes on chili peppers. Poblanos are a little shy, but other varieties are more readily available this week. Eastern markets have minimal volumes from Central Florida and are waiting for a slight boost in availability once South Florida gets up and running.

- Produce Barometer-page 3
- December Calendar- page 3
- National Weather Spotlight- page 4
- Pack Your Bags - page 5

**TRANSPORTATION FACTS**

\*The National Diesel Average inched up another \$.014 this week and is now \$2.93 per gallon.

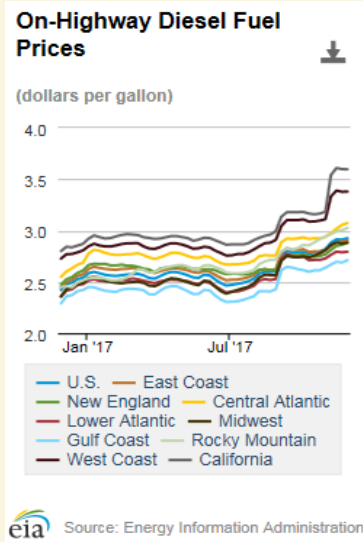
\* The average price for a gallon of diesel fuel is \$.51 higher than the same time last year.

\* Prices increased in all reporting areas except California, where the rate remains stable.

\*As usual, California is the high price leader for diesel fuel at \$3.60 while the Gulf Coast region continues to offer the best bargain at \$2.71 per gallon.

\*The WTI Crude Oil price rose 3.4% this week, moving from \$56.09 to \$57.99 per barrel.

\*Transportation availability is snug throughout most of the country and at Mexico crossing points this week. However, Florida shipping areas report a surplus of available trucks.



## NEWS IN THE GROCERY TRADE

### 5 Tips for Grocers to Reduce Food Waste

By: Matthew Hollis, [www.progressivegrocer.com](http://www.progressivegrocer.com), November 27, 2017

There's no doubt that food waste is one of the biggest problems faced by the U.S. waste industry. According to *Business Insider*, "Every year, the United States throws away one-third of all the food it produces — 133 billion pounds of food." Although the majority of that waste comes from consumers, it's important to recognize the 10 percent that comes solely from grocery stores. The solution to this problem can be attacked starting with prevention, discounting, donating, composting and then disposing. Being cautious of the harm that food waste can have on the environment will rapidly lower the 10 percent of food waste that's being contributed by grocers.

#### 1. Prevention

Grocers can pride themselves on their beautiful produce pyramids, but occasionally those displays could actually harm the Earth. At the bottom of these shiny stacks is produce with more blemishes. Considering that these items are placed on the bottom, those blemishes then worsen and lead to an overstock.

Some grocers might assume that consumers are more likely to buy off a full shelf, which results in a plethora of produce on display. However, placing an abundant amount of produce on display can result in perishable items going bad before they're sold and consumed.

If grocers were to put less on display, they wouldn't be faced with overstock and would automatically lower the amount of food waste coming from supermarkets. Just as important as reducing what's on display, though, is understanding what your customers are buying and ordering in appropriate quantities to meet that demand, further preventing waste from happening.

#### 2. Discounting

One of the easiest options to reduce food waste is to discount any damaged goods in stock. These items typically get no shelf life because grocers choose to dispose of them, since they've been dented or damaged in the transportation process. Stores assume that there's no point in putting the items out for sale because they don't have cosmetic appeal.

Consumers expect grocery stores to look perfect, but at the end of the day, they're likely to buy discounted canned items even if they're dented. If these items are still put on the shelf at a discounted price due to their imperfections, the amount of immediate food waste from the grocer will automatically be significantly lower.

Another time this practice could be put in place is with seasonal items. Large supermarkets tend to throw away surplus leftovers, but discounting these goods will lower the chance that they end up in a landfill. Implementing this sustainable change and being conscious of how items can be placed on the shelves will reduce the food that's being wasted by grocers.

#### 3. Donating

When shopping for groceries, many consumers check the back of the shelf for the most recently added product with furthest sell-by date. *Business Insider* has shared its insight on sell-by dates, noting that "consumers (and many sellers) wrongly assume that food is no longer good after these days," going on to explain that "sell-by dates are guidelines for sellers to indicate peak freshness," and that "most foods are good long after the sell-by date." The suggested date can be intimidating to consumers, often leading them to a different item. Once these items aren't purchased, grocers end up disposing of them in the trash.

A best practice for items that are close to their sell-by dates is to take the items to local food banks that are providing food to the homeless or sick. By doing this, grocers can make an eco-friendly change and help out a good cause. This option will lower the amount of food that's being wasted by grocers while feeding the food-insecure.

#### 4. Compost

A best practice for eliminating food waste from grocers is composting. Instead of tossing old or imperfect food in the trash without thinking, grocers can also reduce their food waste by having

a composting system. Once you pull organic material from recyclable material, having full access to a composting system will quickly lower how much waste is sent to a landfill from a grocery store. This process allows natural microbes to break down the organic material.

Once the material is broken down, the minerals in the soil are then replenished and able to produce carbon dioxide and heat. These sources can these be used in the kitchen, or even for electricity. Having a composting system in place at a grocery store will not only eliminate the harm that food waste is doing to the Earth, but also, more importantly, provide new and convenient ways to dispose of the waste.

#### 5. Disposing

As a last resort, grocers can take excess food to a landfill. Unfortunately, sometimes that's the only or best option after the first four options have been exhausted.

The key is for the grocer to have a solid system in place to measure the impacts of the amount of food that it's throwing away. Knowing what you're throwing away and why are key components of understanding what policies and procedures need to be changed. With appropriate tracking, monitoring and measuring of these streams, grocers can better leverage numerous sustainable options prior to committing the food to landfills.

As the amount of food waste continues to increase every year, it's important that steps toward sustainability be taken now. These tips can reduce food waste from supermarkets, by ensuring that all options are considered prior to committing it to a landfill. When a landfill is the only option, it will help ensure that tracking is in place to prevent the behavior in the future. Any reduction that can be made to the 133 billion pounds of food wasted is success in a big way.



# LIPMAN RECIPE CONTEST

**Thanks to Suresh DeCosta, Lipman's Food Safety Director, for sharing his delicious recipe for Deviled Beets. He is eligible to win the November Grand Prize!**

### Deviled Beets

- |                   |                          |
|-------------------|--------------------------|
| 3-4 fresh beets   | 4-5 cloves               |
| 1/2 red onion     | 1/2 inch Ceylon cinnamon |
| 3-4 garlic cloves | Few fresh curry leaves   |
| 4-6 cardamom pods |                          |



Peel and cut the beets as shown (could use a food processor) and salt them. Sliver the onion.  
 Heat up pot with a couple tablespoons of coconut oil (could use any other oil). Brown the onion and add 3 tablespoons of vegetable broth.  
 Reduce mix so that onions are golden brown.  
 Crush garlic cloves into the pot and mix.  
 Add rest of the spices and mix.  
 Simmer on low heat 1-2 minutes.  
 Add beets and mix thoroughly.  
 Cook on medium heat 10-12 minutes with lid closed.  
 Open lid and continue to stir the mixture.  
 Cook 20-30 min, stirring frequently, until the beets start sticking to pan.  
 Turn off heat, mix and let it rest for 5-10 minutes.  
 Enjoy warm or cold!



**Here's how to enter:** If you have a vegetable-oriented favorite dish that your family and friends expect to see on your holiday table, please send the recipe to [joanna.hazel@lipmanproduce.com](mailto:joanna.hazel@lipmanproduce.com). A grand prize winner will be selected each month with the winner receiving a Lipman "bag of swag" and a gift card!! Here are the rules:

1. This contest is open to all customers, partners and employees of Lipman.
2. One recipe will be published each week, with the monthly winner being chosen from the weekly winners.
3. To be considered for each week's selection, please submit your recipes by Tuesday EOB.
4. Recipes should include or feature at least one Lipman item. With so many tomatoes and vegetables to choose from, that should be easy!
5. Winning recipes will be chosen based on several criteria including: originality, use of Lipman products, flavor profile, and presentation.
6. Submit a picture of the finished product with your recipe for bonus points!

## PRODUCE BAROMETER

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



## DECEMBER CALENDAR

### First Week

National Handwashing Awareness Week

### December 1<sup>st</sup>

National Salesperson Day

### December 5<sup>th</sup>

National Comfort Food Day

### December 6<sup>th</sup>

National Gazpacho Day

National Microwave Oven Day

### Immokalee, FL Weather

Fri Dec 1	Sat Dec 2	Sun Dec 3	Mon Dec 4	Tue Dec 5
81° F	81° F	81° F	79° F	80° F
62° F	61° F	61° F	62° F	67° F
NE 6 MPH	NNE 8 MPH	NNE 8 MPH	NE 11 MPH	ENE 9 MPH

## KEEP YOUR EYE ON THE CONSUMER

### Hispanic Shoppers Make More Frequent, Varied Grocery Trips Than Others

By: Dan Orlando, [www.supermarketnews.com](http://www.supermarketnews.com), November 17, 2017

Hispanic consumers shop more often and visit a greater variety of stores than the rest of the U.S. consumer-base, according to a new Why Behind the Buy report by Acosta and Univision Communications Inc.

Hispanics are 22% more likely to purchase grocery brands that they identify as authentic to their ethnic heritage, which are often found at ethnic-focused stores. The survey found that 30% of Hispanics have purchased some or all of their groceries at these locations.

This does not mean, however, that this demographic is abandoning traditional grocery stores and supermarkets. The survey shows that 91% of Hispanic shoppers purchased at least some household groceries in traditional retail stores within the past six months.

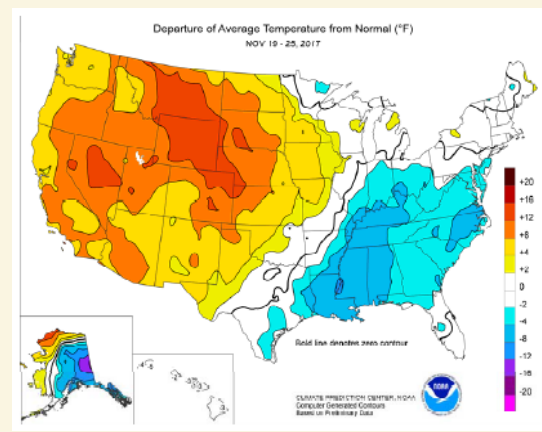
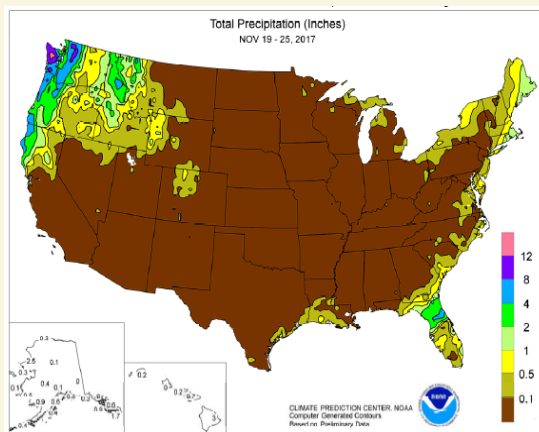
Hispanics are also 11% more likely to enjoy grocery shopping than other racial demographics, and they tend to make more trips to the store in the average month.

Some other highlights from the study include:

- Hispanics demonstrated an affinity for the meal preparation experience and responded as more likely to enjoy planning meals and to seek out cooking classes to learn new dishes.
- Hispanic consumers are also significantly more likely to make a grocery trip a group activity. They are 12% more likely to shop with their spouse or partner than other consumers, and Hispanic parents are about 40% more likely to bring their kids along to the store.
- Hispanic shoppers feel it is either “extremely” or “very” important that new products are released each year in several grocery categories. The latest report found that new toothpaste and cosmetics and cereals were important to 59%, 54% and 50% of Hispanic shoppers, respectively. The rest of consumers placed less importance on updated product offerings, with only 29% seeking out new-release toothpaste, 41% expecting new cosmetics and 29% prioritizing new cereals.

## NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



## AN APPLE A DAY

### CDC Report Shows Big Shortfall in Consumption

By: Tom Karst, [www.thepacker.com](http://www.thepacker.com), November 20, 2017

New data says women are doing much better than men at consuming fruits and vegetables, but that is still not saying much. A new Centers for Disease Control and Prevention report shows that 12.2% of adults consumed recommended levels of fruit in 2015, while just 9.3% met vegetable goals set by the government. Those levels are only slightly changed compared with a previous study. In 2013, 13.1% of adults consumed recommended levels of fruit and 8.9% met vegetable recommendations.

The largest disparities in meeting the recommendation for fruit intake was by sex, with 15.1% of women meeting the recommendation compared with 9.2% for men. Released in mid-November, the report found consumption was lower among men, young adults, and adults with greater poverty, and varied by state. The 2015–20 Dietary Guidelines for Americans say adults should consume 1.5- to 2-cup equivalents of fruits and 2 to 3 cups of vegetables per day.

Income differences played the biggest role in who consumed the most vegetables, according to the report. For the wealthiest consumers, 11.4% consumed recommended levels of vegetables, compared with just 7% of those below or close to the poverty level. Ranking by state, the study found that the percentage of adults who met fruit recommendations ranged from a low of 7.3% in West Virginia to 15.5% in the District of Columbia. For vegetables, West Virginia again was the lowest state, with 5.8% of adults there eating recommended vegetable levels. At 12%, Alaska had the highest percent of adults meeting recommended vegetable consumption goals, according to the report.

“Overall, the prevalence of meeting the fruit intake recommendation was highest among women (15.1%), adults aged 31–50 years (13.8%), and Hispanics (15.7%); the prevalence of meeting the vegetable intake recommendation was highest among women (10.9%), adults aged ≥51 years (10.9%), and persons in the highest income group (11.4%),” the study found.

The authors said strategies that address barriers to fruit and vegetable consumption such as cost or limited availability could improve consumption and help prevent diet-related chronic disease. Mollie Van Lieu, senior director for nutrition policy for the United Fresh Produce Association, said in an e-mail the report suggests there could be a policy opportunity to help those leaving near or below poverty increase intake of vegetables because only 7% of those adults meet dietary goals for vegetables. “This points to the importance of federal policies that help lower-income Americans access and consume produce, including the Food Insecurity Nutrition and Incentive program,” she said. “There’s a clear opportunity in the next Farm Bill to bolster policies to increase consumption for (Supplemental Nutrition Assistance Program) consumers.”

She also said nutrition policies need to continue to focus on children. “We’ve come a long way in schools in the past decade, particularly as it relates to fruits and vegetables but we need to look at the practical ways that make it easier to get produce on kids’ plates,” she said. “Increasing commodity assistance, particularly for breakfast — and ensuring schools have access to school kitchen equipment like cold storage and produce preparation tools are the kinds of strategies that matter and make a real difference on the ground.”

FRESH TOMATOES

the best  
of nature™

MARK YOUR CALENDAR  
PACK YOUR BAGS!

**February 3, 2018**  
New England Produce Council's  
Magical Garden Dinner Dance  
World Trade Center Seaport Hotel  
Boston, MA  
[www.newenglandproducecouncil.com](http://www.newenglandproducecouncil.com)

**March 1-3, 2018**  
Southeast Produce Council's  
Southern Exposure  
Tampa Convention Center  
Tampa, FL  
[www.southernexposure.seproducecouncil.com](http://www.southernexposure.seproducecouncil.com)

CREATED BY LIPMAN  
FOR OUR VALUABLE  
CUSTOMERS



Visit our website... [www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com)

Follow us






Questions or comments about the newsletter?  
Contact: [joanna.hazel@lipmanproduce.com](mailto:joanna.hazel@lipmanproduce.com)

Lipman Produce [www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com) | PHONE 239.657.4421 | FAX 239.657.6951

5