

On The Horizon

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Market Update

Tomatoes: Quincy is still bringing light volumes of rounds and romas to the market, while Palmetto/Ruskin is adding growers to the mix and building volume. So far, quality is very good out of Ruskin/Palmetto. However, sizing is a bit smaller than normal due to hot weather during the growing cycle. Northern and Central Florida are overlapping on grape tomato production, providing good supply to Eastern markets.

In the West, Northern California growers are cleaning up, shifting demand to Mexico for the season. Baja growers continue to harvest Fall rounds and romas, although the quality is somewhat challenged out of more southern growing areas. Eastern Mexico is seeing some weather damage on fruit, but has consistent supply. The full range of sizing is available on rounds, but larger romas are in short supply this week. Grape tomatoes are in their seasonal decline in Baja, with volume and quality becoming challenging. However, Central Mexico is seeing increases in volume and Mainland Mexico growers are just getting started.

Bell Peppers: The East is pulling pepper from Georgia, Central Florida and Southern Florida this week. All sizes are available, but quality is best out of Florida. The primary pepper production area in the West is the California desert, where they are struggling with larger sizes. Heat has kept fruit from meeting diameter specs for jumbos and extra larges, making them a bit short this week. Mainland Mexico is just getting geared up and should bring better sizing to the market in the coming weeks.

Green Beans: Good volumes of green beans are available out of both Georgia and Florida and we anticipate good supply for the

Thanksgiving holiday. In the West, the California desert is in peak production this week, but is expected to finish up before the holiday. Mainland Mexico will step in around mid-November in a light way, with increasing volume to follow.

Cucumbers: In the West, we're seeing good cucumber volumes crossing at Nogales but a wide range of quality. Baja is on the downhill side of the season, but is still packing nice fruit. Cucumbers are plentiful in the East with all sizes and grades available.

Eggplant: Georgia and Florida are shipping eggs, providing adequate fruit for the market's needs although quality from some lots is questionable. The West has three areas in production: Fresno, the CA desert and Mainland Mexico. The desert has nicer quality, but is down on sizing. Look to Mainland Mexico for larger sizes from new fields.

Summer Squash: Yellow and zucchini squashes are in strong supply throughout the country this week. Good quality is available in both markets.

Chili Peppers: The Central California coast is still hanging on with japs and habaneros although volume is declining. Baja is cleaning up, but for all practical purposes, is done with chilies since quality is rough. This area finished up a month earlier than expected, mostly due to heat, water, and labor concerns. This shifts demand down to southern growing areas of the Mainland. In the East, Georgia and Florida are in light production.

Hard Squash: Northern California's storage crop is down to mostly butternut, while Mainland Mexico is just breaking ground with butternut. The East continues to have fruit from local growers and is also seeing hard squash from Georgia.

Transportation Facts

*The National Diesel Average dipped slightly (\$.01) this week, coming in at \$2.49 per gallon.

*The average price for a gallon of diesel fuel is \$1.14 lower than the same time last year.

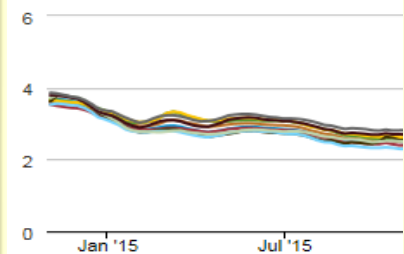
*Fuel prices fell in all reporting regions except California where the price remained steady. The Midwest saw a decrease of \$.02 per gallon, the largest drop in this week's report.

*California reported the highest-priced diesel fuel of the week at \$2.82. The cheapest fuel in the nation is in the Gulf Coast area at \$2.29.

*The WTI Crude Oil Price jumped 7.2% per barrel this week, moving from \$43.20 to \$46.32.

On-Highway Diesel Fuel Prices

(dollars per gallon)



U.S. East Coast
New England Central Atlantic
Lower Atlantic Midwest
Gulf Coast Rocky Mountain
West Coast California

Source: Energy Information Administration

ON THE HORIZON CONTENTS



An Apple a Day- page 2
Getting to Know Your Veggies- page 3
Restaurant Industry News- page 4
News in the Grocery Trade- page 5

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



An Apple a Day FEEDING KIDS IS TOUGH FOR DIETITIANS TOO

By: Melinda Johnson, www.usnews.com, October 29, 2015

When I became a parent, I expected feeding kids to be a breeze. After all, I was trained as a dietitian and had made plenty of balanced meal plans. I knew that adding a food with vitamin C to an iron-rich meal would help the growing child's body absorb more iron. I knew that certain foods were choking hazards and best avoided for small children. However, what I was not prepared for was the battle: the psychological warfare that comes into play when a 4-year-old turns out to have a mind of his own – and refuses the same meal he loved last week because it's now "icky." It's enough to push a parent over the edge.

I find comfort in learning that these dinnertime battles are common in almost every family. Sure, there is the occasional kid that seems to naturally embrace all things green with gusto, but most kids put up some resistance to certain foods. Even parents who have spent a career studying all things nutrition can be reduced to bribes, nags and battles over broccoli. Here are some of the struggles other dietitians face in getting their children to eat, along with how they deal with them:

"One of the biggest struggles is just getting him to try new foods. Sometimes, this also includes foods that he used to love, but now will no longer eat and there is no reason why. I do three different things: First, I let him see it before I cook it; then I

I love having a picky eater and making more than one meal at dinner time.....

said no mom ever!



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make sure we are eating the same thing; and finally, he has to take three bites – on his own." – Megan Kniskern, a registered dietitian and lecturer for Arizona State University
"Having my own children has been the biggest slap in [the] face to my dietetics education. I remember my child-free self, telling clients that they should just keep offering foods and eventually they will eat it. While that might be true – eventually – I never imagined I would have to keep offering foods for years. In general, I make sure that I have some foods at dinner that I know are winners and some foods that will likely need to be introduced [over time]." – Jody Koutz, a registered dietitian nutritionist and lead dietitian for The McCahill Group in East Grand Rapids, Michigan

"For me, the biggest struggle has been the innate reaction that most parents have: wanting to see my child eat. If they ever go through days where they don't eat as much, or refuse items they once liked or a food I know is good for them, I feel that sense of worry. How I cope is self-talk. I try to just remind myself of the true goal: a healthy relationship with food that is theirs to forge, without pressure or influence." – Jaclyn Chamberlain, registered dietitian nutritionist and training and resource manager for the Arizona Supplemental Nutrition Program for Women, Infants, and Children

"With four kids, every night is a struggle. I think the biggest struggle for me is having them eat a variety of foods. I have about four go-to dinners: tacos, spaghetti, chicken and rice, salmon – and then mix and match sides to add some variety. One thing that helps is serving food on divided plates made for



kids. The kids want each section to be filled – so, at a minimum, three food groups are represented." – Kelly Schriver, registered dietitian nutritionist and owner of k.schriver, inc., based in the greater Atlanta area.

"My toddler refuses most vegetables (and finds it humorous to feed them to the family dog). I continue to offer a variety of vegetables at least once per day. To help increase his vegetable intake, I prepare vegetable muffins made with riced vegetables" – those put in the food processor or grated to a rice-like consistency – "eggs, milk and small amounts of cheese. I also make it a point to eat the vegetables along with him." – Kristen Smith, registered dietitian and creator of 360FamilyNutrition.com
The underlying theme in all these stories is to keep your cool. Feeding kids is a tough job, and it's completely normal for your child's picky palate to get under your skin. However, this is a marathon and not a sprint. Stay the course and serve a variety of healthy food, and your kiddo will end up getting the nutrition he or she needs.

GETTING TO KNOW YOUR VEGGIES Facts About Tomatillos!



*It's ironic that even though the Aztecs probably used them as one of their staple crops, it may have been Spanish conquistadors who introduced tomatillos (which translates to "little tomatoes" in Spanish) to the New World, after first carrying them back to Spain.

*Sometimes called husk cherries or tomato verde, tomatillos are a small, green Mexican fruit with a Japanese lantern-type shell surrounding it. While they're from the tomato family, and in fact do resemble small, green tomatoes inside the papery covering, tomatillos appear more like cape gooseberries. When removing the covering, don't be surprised when the fruit seems a little sticky – this can be easily washed off. The fruit contains a pectin-like substance that thickens as it cools.

*Containing all the right ingredients for optimal nutrition, tomatillos are a very good source of dietary fiber, niacin, potassium, and manganese. They contain 20 percent of the daily recommended value in vitamin C, 13 percent of the vitamin K, and a healthy amount of iron, magnesium, phosphorus, and copper.

*A medium tomatillo may only contain 11 calories, but with it comes 91 milligrams of potassium. B-carotenes zeaxanthin and lutein impart extraordinarily potent antioxidant properties that work with vitamin A to protect vision and help prevent macular degeneration. Vitamin A also helps maintain healthy mucus membranes and skin, and the flavonoids do their part in inhibiting lung and mouth cancers.

*A recently-discovered set of naturally occurring phytochemical compounds called withanolides, such as Ixocaralactone-A, is one of the compounds in tomatillo found to be not only antibacterial, but also a natural cancer fighter. Traditional healers in India have been known to prescribe foods containing these compounds as a tonic for arthritis and other musculoskeletal conditions, even if they didn't know why it worked.

*Modern science is looking more closely than ever at the tomatillo because of its proven ability to fight inflammation and prevent the formation of blood vessels and tumors that promote cancer growth.

*However, consume tomatillos in moderation because they contain fructose, which may be harmful to your health in excessive amounts.

PRODUCE BAROMETER

| ITEM | QUALITY | PRICING |
|-----------------|---------|---------|
| Bell Pepper | Good | Steady |
| Cucumber | Good | Lower |
| 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 | Lower |

November Calendar

All Month
Good Nutrition Month
November 11th
Veterans Day
November 14th
National Pickle Day
November 15th
Clean Out Your Refrigerator Day

Ruskin, FL Weather

| Thu Nov 5 | Fri Nov 6 | Sat Nov 7 | Sun Nov 8 | Mon Nov 9 | Tue Nov 10 | Wed Nov 11 |
|-------------------------|-------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|-------------------------|
| | | | | | | |
| 90° F | 90° F | 86° F | 84° F | 82° F | 82° F | 82° F |
| 73° F | 72° F | 72° F | 72° F | 70° F | 70° F | 70° F |
| E 11 MPH | E 11 MPH | S 7 MPH | ENE 7 MPH | E 7 MPH | NNE 7 MPH | N 6 MPH |
| Averages 81° F/61° F | Averages 81° F/60° F | Precip 40% Averages 81° F/60° F | Precip 50% Averages 80° F/60° F | Precip 40% Averages 80° F/60° F | Precip 20% Averages 80° F/60° F | Averages 80° F/59° F |





Restaurant Industry News

FCES15: THE CHANGING COURSE OF CONSUMER BEHAVIOR

By: Travis Wagoner, www.qsrweb.com, October 28, 2015

Consumers of all kinds have a nearly endless array of options from which to choose, whether they're purchasing furniture, cars, housewares, or any good or service. The same holds true for where they spend their money when dining out. Where are consumers dining, and what are they looking for in the restaurants they choose?

By most accounts the economy has rebounded since the recession and housing-market bust of 2008. One particular area in which consumers are saving money is at the gas pump. "Seventy-two percent of gas savings are being spent," Sarah Quinlan, senior vice president of Market Insights for MasterCard Advisors, said during a session on Oct. 19 at the Fast Casual Executive Summit in Miami. "Are you capturing it at your restaurant?"

Quinlan also noted that 75 percent of spending is done by women, but it's for a reason: "Women want to make memories rather than just buy stuff," she said. Dining out is a memory-maker for many consumers. Where consumers dine out is changing, but regardless of where they're dining, spending on doing so has increased.

According to Quinlan, leading areas of spending in U.S. sector performance are dining out (up 10.3 percent), purchasing furniture (up 6.5 percent) and grocery shopping (up 4.6 percent). Areas where spending is lagging include at department stores (down 3.5 percent), on electronics (down 4.5 percent) and on luxury goods (down 12.8 percent).

With the increased spending at restaurants, Quinlan advised, "Never discount! Consumers are willing to spend on something unique." Fast casual restaurants have the upper hand on competing restaurant categories when it comes to uniqueness. Quinlan said that in the restaurant segment year-over-year growth rates in September showed that fast casual dining grew by 15.6 percent, casual dining by 11.4 percent and quick serve restaurant dining by 8.7 percent. "You are competing on the experience you offer," Quinlan said. "Branding matters. Fast casuals are grabbing market share. People don't want to be 'me-too.' They want to be unique and they want value for their money."

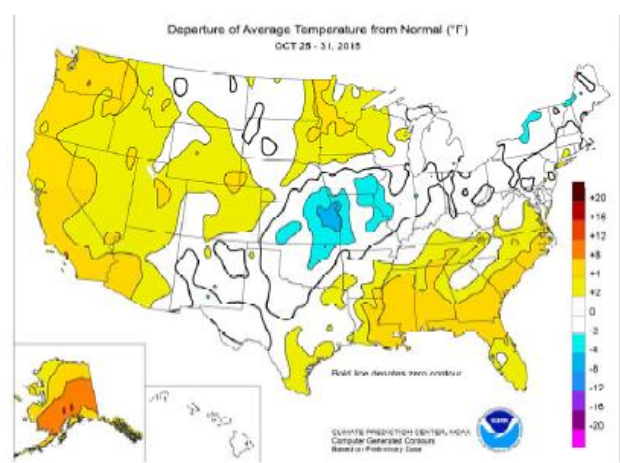
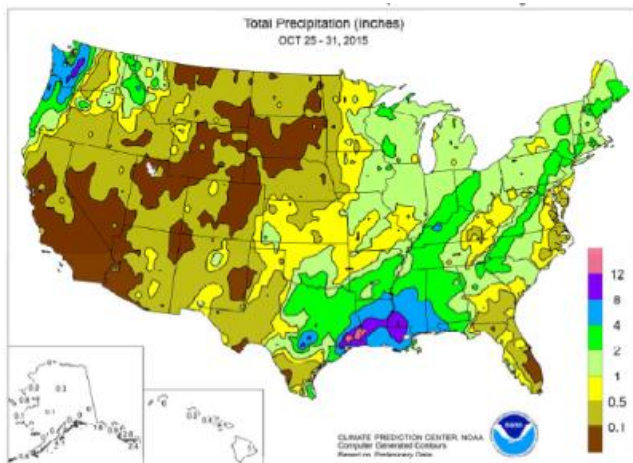
Those in the millennial generation are helping to drive the increase in fast casual dining. "Millennials are all about the experience," Quinlan said. "They're spending more on eating out than on eating at home. Masses drive the price. It's volume times price." As well, Quinlan advised that fast casual operators need to be constantly testing and learning new concepts and ideas. She used the example of the "innovation funnel," in which, for example, a fast casual operator would brainstorm many ideas based on customer trends, screening the best ideas, testing the top ideas, and then rolling them out into stores to maximize the return on investment.

Quinlan also stressed the importance of fast casual operators understanding their "local market intelligence," with key insights being, "How is my business performing? How loyal are my customers? And how can I can get more customers?"

Restaurateurs, according to Quinlan need to focus on, "your performance; your competitive set; your customers; and your customer reach." An example of extending customer reach Quinlan gave was for fast casual operators to partner with local groceries. "Sell your unique products there," she said. A customer's dining experience is also of vital importance, Quinlan said: "Make the in-store experience look calm and seamless."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation





News in the Grocery Trade
MEETING DEMANDS OF TODAY'S INCREASINGLY HEALTH-CONSCIOUS SHOPPER

By: Colin Stewart, www.progressivegrocer.com, October 27, 2015

Healthy eating appears to be anything but a passing fad as consumers say they are willing to spend slightly more money on healthier foods and put in more time and effort to make healthy meals. Consumers – especially parents – are seeking out organic, natural and locally sourced groceries when they shop. In fact, the global sales of healthy food products are estimated to reach \$1 trillion by 2017, according to Euromonitor. Retailers are recognizing this growing demand and healthy foods such as natural and organic products are no longer confined to specialty or premium markets.

Acosta's 12th edition of "The Why? Behind The Buy" report explores these and many other trends, which largely point to the fact that conscious eating is edging out convenient and cheap as top of mind for shoppers. Specifically, our research found:

Eating healthy trumps cost as more shoppers willingly spend more on good-for-you foods. More shoppers are prioritizing healthy, homemade meals, especially when it comes to feeding their families. Forty-four percent of U.S. shoppers said they eat healthy foods even though they're more expensive, significantly higher than the 39 percent of shoppers who agreed with that statement in spring 2014.

Keeping pantries fully stocked is a thing of the past. While shoppers replace items they run out of and need, they are increasingly less likely to stockpile, even those items they use frequently. Although 70 percent of U.S. shoppers said they stocked up on certain items because they were on sale, this is a 10 percent decrease from the 80 percent who agreed in 2012.

Consumers show strong interest in preparing more meals at home. With an increased focus on healthy eating and choosing healthier food options, two-thirds of shoppers with kids (and six in 10 U.S. shoppers) report they are cooking more meals at home.

Male shopper influence is growing. Male grocery shoppers, especially dads, are shopping more and having more impact on grocery shopping behaviors than ever before as a result of a shift in generational and economic factors. Dad shoppers spend significantly more on monthly grocery trips (\$383.70) as compared to total U.S. shoppers (\$320.70) and male shoppers without kids (\$277.30).

As consumers continue to take an interest in healthier eating and the origins of their food, retailers and brands alike have a tremendous opportunity to further educate shoppers about the benefits of organic, natural and locally sourced foods. By focusing their product selection and marketing approach to meet the preferences of many of today's shoppers, retailers have the potential to retain and better serve their current customers, while appealing to new customers and, ultimately, boost their sales. Retailers should also leverage in-store communications, online and mobile tools that make it easier for shoppers to create healthy meal solutions. This can be anything from assisting with meal planning and suggesting healthy food substitutes to offering meal preparation ideas, shopping lists and recipe ideas.

Additionally, given the growth of the dad shopper segment and its increased influence and responsibility in food shopping, it's important for retailers to implement ways to help dads successfully meet the needs of their families.

Today's consumers are more educated, savvy and hyper-aware of the connection between eating well and overall health for themselves and their families. They are curious and thoughtful about their food choices and will look to retailers to provide them with more healthy choices and products, as well as to help them differentiate among various options. Retailers should see these behavioral shifts as opportunities to increase loyalty among existing customers, draw in new customers and grow their business.

Mark Your Calendar & Pack Your Bags

January 12th-14th, 2016
 United Fresh Midwinter Leadership Forum
 La Quinta Resort & Club
 Palm Springs, CA
www.unitedfresh.org/events



May 21st-24th, 2016
 NRA Show 2016
 McCormick Place
 Chicago, IL
www.restaurant.org

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