



MARKET UPDATE

Special Note:

This non-traditional edition of On the Horizon is intended to provide you with a post-hurricane update regarding the status of various vegetable and tomato crops.

Tomatoes: Two of the four major Eastern production areas that would be shipping fruit this week experienced the wrath of Hurricane Matthew. South Carolina farms, which normally help to ease the transition from local deals to Florida's season, may be considered a total loss. Power outages, flooded fields, and shredded plants were prevalent, as Beaufort County was one of the hardest hit areas. In Virginia, ten inches of rain sealed the deal on the already-approaching end of the season. Fortunately, Quincy, Florida and South Georgia did not receive significant weather and continue to have product available. However, both areas are experiencing lighter yields than normal due to disease pressure from previous weather events. The overall outlook for availability on all types of tomatoes in the East looks challenging through the month of October. Palmetto/Ruskin should bring some relief when they are up and running in November.

In the West, we're seeing steady volumes but no excess of vine-ripe rounds out of Baja. California mature green growers will continue to harvest for another 2-3 weeks. Sizing, yields and quality are diminishing as they move toward the end of this year's season. Romas are the tougher item this week, as California offers only limited volumes and Baja has been dealing with light color and rain damage on fruit. We expect to see some improvements next week as a few growers get into new crops. Grape and cherry volumes are on the light side as well.

Bell Peppers: Eastern local deals have, for the most part, wrapped up for the year. This shifts bell pepper production to Georgia and Florida growing areas. Other than rain, Georgia's crops seemed to come through the storm okay. The main concern in this area is how disease pressure will impact yields and quality over the next few weeks. Looking forward to Florida, some production was lost to the storm on the East Coast, but there are crops in other parts of the state that will be ready to go in a few weeks.

In the West, California continues to be the steady provider of bell peppers. Gilroy is still going strong with nice quality, while Fresno, Stockton and the Central Coast are slowly scaling down production for the season. The next harvest area is the California desert, which has started in a light way. Then, supply will transition to Mainland Mexico, where they expect to begin harvests in mid-November.

Cucumbers: With intense rains, wind, and power outages, Eastern North Carolina cucumber production was brought to a halt by Hurricane Matthew. Complete crop assessment is yet to be determined, but there will definitely be less cucumbers in the market as a result of the weather event. Fortunately, current production areas in South Georgia/North Florida came through the storm on the bright side. They will have fruit available to ship.

In the West, Baja is working to overcome a lull in production and has lesser quality and volumes to ship this week. Meanwhile, Nogales is seeing increased volumes that are crossing from Northern Mexico.

Summer Squash: Quality and volumes vary by area as some are dealing with disease issues, but there are ample squash volumes available to meet the Eastern market's needs. Georgia's fruit will

likely show effects of rain over the next few weeks, but any storm damage was minimal. The West is looking to Mainland Mexico to provide good supply and nice quality on yellow and zucchini for the next few weeks.

Green Beans: With Michigan and Tennessee wrapping up the season, Eastern bean supply has shifted to Georgia, where previous heat and whitefly damage has seriously limited production. Expect the situation to turn around in a few weeks when the transition to Florida takes place. California's Watsonville and Salinas areas will continue with decent bean production levels for another couple of weeks. At that point, harvests will shift to the California desert. Nogales anticipates seeing Mexican beans beginning to cross in mid-November, just in time for holiday sales.

Eggplant: Eastern North Carolina production has ceased, as they lost power and received significant crop damage due to the storm. There are still light volumes coming from other local deals in the Carolinas, but the end of the season is approaching. Georgia, then Florida, will become the go-to spots for eggplant for the next few weeks. Western supply is making the transition from Fresno fields to the California desert. With Nogales also cranking up in the next 7-10 days, the outlook for eggplant supply is good.

Hard Squash: Supply is available in both Eastern and Western markets on all varieties. Scarring on spaghetti squash, which has been a concern for the East most of the season, is now beginning to rear its ugly head in Western crops as well.

Chili Peppers: Georgia continues to harvest chili peppers despite the storm. Yields will likely be affected as we get further into the season. Mexico chili production remains status quo for the most part.

Please note: On the Horizon will NOT be published next week (October 20th), but will return on October 27th. Please reach out to your Lipman contact if you need crop information. Thank you for your business!

welcome
to the
**RED
ZONE!**



Please join us this weekend at the PMA Fresh Summit!

THE RED ZONE

Lipman Family Farms- Booth 2155

-Featuring cooking demonstrations from Chef Ashley Nickell on Saturday from 11 am-4 pm. She is the owner of The Funky Monkey and is known for her appearances on Food Network's Cutthroat Kitchen and FOX's Hell's Kitchen.

-Relax with a refreshing beverage during our "Happy Afternoon" on Saturday from 1-5 pm

-Catch the latest college and NFL games- we'll have them on multiple screens all weekend!

-Learn why we believe **The Redder The Better!**

-We look forward to seeing you at the show!

Expo Open October 15th and 16th from 10 am- 5 pm
Orange County Convention Center, Orlando, FL



Chef Ashley Nickell