



MARKET UPDATE

Tomatoes: TN, NC and AL are moving closer to the end of the Fall tomato season. Volumes on all varieties have lightened up and precipitation has become a factor. Several growers in TN and NC expect to wrap up at the end of next week, with others hoping to go until the 15th. TN and NC have had a moderate rain event this week, so quality could play a role and finish them up before the 15th. Fruit has been "okay" from these areas. VA farms will finish up round harvests this week but continue with grape tomatoes for another 1-2 weeks as quality/volume permits. Looking forward, round tomato harvests in GA and Quincy, FL are about a week out with Palmetto/Ruskin on tap to start two weeks later. In the meantime, roma and grape tomato availability will be snug in the East.

Mexico's vine-ripe round and roma volumes are on the light side this week as both Baja and Nogales shippers wait for Fall plantings to mature. Baja farms expect to ship new crop romas around Oct. 15th with rounds to follow 10-14 days later. Fortunately, CA rounds have been plentiful and are keeping demand in check. However, roma volumes are also light in CA, helping to create a snug situation for the next few weeks. Grape tomatoes are also tight, as Baja is still 2-3 weeks away from new supply. Current production is in just a few hands and quality is only fair.

Bell Peppers: With most bell pepper deals in NY, MI, NC and NJ wrapping up over the next 7-10 days, the East will turn to SC and GA to source product. SC's fruit is looking nice but volumes are still on the light side. Look for more SC volume and for GA to get up and running next week. Despite the variances in crop stage, quality has been mostly nice from all areas. The West's pepper volumes have strengthened this week, as CA growers have moved into new fields. Quality has been great with thick walls and no color or shape issues. Barring any weather concerns, CA farms

should continue harvests through most of October.

Cucumbers: With Baja into Fall production and Nogales growers beginning to add to the mix, the outlook for Western cucumber supply looks bright. Baja's numbers are down a bit this week, but quality is strong and no issues are expected going forward. Eastern cucumber supply remains snug this week, as most of the northern programs are winding down quickly and GA hasn't gotten into volume yet. Eastern NC usually helps to bridge this gap, but plants and fruit were damaged in the storm from two weeks ago, seriously limiting the amount of retail grade fruit available.

Summer Squash: With the Fall transition in full force, Eastern squash supplies are light this week. Most northern areas have wrapped up and GA hasn't gotten into big volume yet. GA's numbers should pick up next week and quality has been very nice so far. Look for Florida to join the GA party over the next 7-10 days, so better availability is ahead! The West is also in a light spot for squash. CA farms are in the seasonal decline and Mexico farms have yet to ramp up production.

Eggplant: Eggplant availability is light on both sides of the country, as cooler weather takes a toll in the West and rain/storm-related concerns have affected Eastern farms. GA should have more product over the next week or so as they move further into Fall crops. The West looks to remain status quo until mid-October when the CA desert starts.

Chili Peppers: Baja, Mexico's chili pepper supply and quality are declining rapidly, sending buyers to CA where supply seems to be a little better. Mainland Mexico growers are still assessing rain damage in Sonora and Sinaloa, which could delay the start of their season. Eastern chili production is in a lull now. With MI and most local deals winding down quickly, there's not much available until GA and FL get rolling.

TRANSPORTATION FACTS

*The national average diesel price was unchanged this week, holding at \$3.27 per gallon.

* The average price for a gallon of diesel is \$.48 higher than the same time last year.

* Only two areas of the country reported price changes of significance: the Midwest was up \$.01 and the Rocky Mountains were down that same penny.

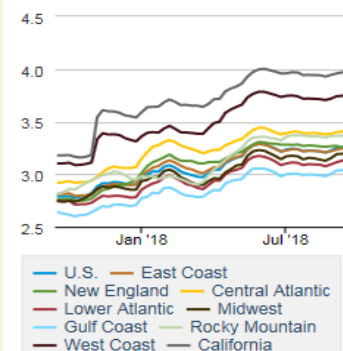
*California maintains its role as the high-price leader at \$3.99 per gallon. As usual, the Gulf Coast region offers the lowest price at \$3.05.

*The WTI Crude Oil price climbed 2.1% this week, moving from \$70.80 to \$72.28 per barrel.

*Transportation is readily available in most parts of the country this week with a surplus of trucks at Texas-Mexico crossing points. The only exceptions are in a few potato and onion areas in the Northwest where there are slight shortages.

On-Highway Diesel Fuel Prices

(dollars per gallon)



eia Source: Energy Information Administration

ON THE HORIZON CONTENTS

An Apple a Day- page 2

Sustainability Scoop- page 3

Keep Your Eye on the Consumer - page 4

Merchandising Minute- page 5

Produce Barometer- page 3

October Calendar- page 3

National Weather Spotlight- page 4

Pack Your Bags - page 5

AN APPLE A DAY

Fruits and Vegetables Can Boost Health and Happiness as We Age

www.producenews.net September 25, 2018

There is little debate that eating enough fruits and vegetables can help people lead healthier and happier lives. Unfortunately, despite the well-established benefits of eating a variety of colorful produce, research from Produce for Better Health Foundation shows adults 50 and older have demonstrated double-digit declines in their fruit and vegetable intake over recent years. This includes a 12 percent decrease in vegetable consumption and an 11 percent decrease in fruit consumption.

During Active Aging Week, Sept. 23-29, which coincides with Fruits and Veggies-More Matters Month, PBH will host two digital events to address these findings and provide solutions to encourage greater consumption.

"Historically, adults over 50 have been the most faithful and prolific consumers of fruits and vegetables. When we learned that older Americans were eating fewer fruits and vegetables, we were surprised and immediately knew we had to help reverse this course," said Wendy Reinhardt Kapsak, president and chief executive officer of PBH, whose mission is to increase Americans' daily consumption of fruit and vegetables for better health and well-being. "We started to dig deeper and collaborate with our partners to identify ways to counter this trend and help this population live healthier and happier lives."

The research uncovered that older Americans are eating less fruit at all three main

meals, especially lunch and dinner. In addition, fewer people eat fruit "as is" at any time of day or include fruit as part of their desserts. This group is also eating one fewer serving of vegetables each week, per capita, driven by a decrease in the number of side dishes served "as is" when eating dinner at home. Vegetable consumption at lunch is down as well, though there has been a slight increase in vegetables eaten at breakfast.

PBH will discuss these research findings — as well as recent consumer data and resources focused on closing the consumption gap among older Americans — during its two Active Aging Week events. A Tweet Chat will take place on Tuesday, Sept. 25, at 2 p.m., and hosted by Leslie Bonci, founder of Active Eating Advice. Industry partners, health professionals and consumers can participate using #MoreMatters.

The one-hour consumer research webinar, Getting Better with Age (Hint: Start by Eating Fruits and Vegetables!), will take place on Wednesday, Sept. 26, at 2 p.m. The webinar will feature nutrition expert and PBH food and nutrition communications consultant Shelley Maniscalco and Alex Lewin-Zwerdling of the International Food Information Council Foundation. In addition to produce consumption trends, attitudes and drivers discovered in PBH research conducted in partnership with the AARP Foundation, the webinar will include insights about older Americans' health- and nutrition knowledge, concerns and purchasing behaviors, including

online shopping, from IFIC Foundation research, also conducted in partnership with the AARP Foundation, and in partnership with Abbott Nutrition.

"Active Aging Week is the perfect time to join forces with the IFIC Foundation and combine our consumer insights and expertise. During our webinar and tweet chat, we will identify opportunities to reach older adults in strategic, meaningful ways and help them increase their fruit and vegetable intake," said Reinhardt Kapsak.

Active Aging Week also represents the culmination of Fruits and Veggies-More Matters Month and National Family Meals Month. Throughout the month of September, PBH has partnered with the Food Marketing Institute Foundation, crafting social and digital experiences that inspire families to prepare and share meals at home, with fruits and vegetables filling half the plate.



Sustainability Scoop

Lipman Family Farms' Land Management & Soil Health Program

By: Kevin Yue, Lipman's Environmental Compliance Engineer, September 20, 2018

In our last article, we delved into an overview of water management throughout Lipman's operations to showcase one aspect of our commitment to a sustainability culture. This article will focus on the farming aspects of Lipman, specifically in land management and soil health as it relates to our sustainability belief of "doing more with less".

Lipman's foundation is in our farming history. Nature is our partner in this history. In order to ensure that we can provide and sustain a quality crop to our customers, we continually look to optimize our natural resources while minimizing the impact to our environment and being protective of human health. In the areas that we farm, we take measures to analyze our soils by taking samples of our fields. The data from these samples provide us with a heuristic understanding of our fields and helps us to understand what inputs we need to provide to improve soil health for our plants, such as fertilizer and pesticides.

Many of Lipman's farming on the East Coast are located in unique areas where detrimental impacts to the land would cause harm to the surrounding environment. As a result, Lipman's farmers take care to ensure we do not till fields until right before planting, which gives us the ability to ensure that the local flora and fauna have a habitat that is suitable for them. Once production does begin, we optimize our lands to the best of our abilities. To that end, we have developed tomato varieties that can produce more fruit with fewer inputs, thereby reducing the need for adding further amendments to enhance soil productivity.

With respect to pesticides and other chemical applications, we use precision agriculture techniques to target the areas where pest pressure is observed. We use Integrated Pest Management (IPM) strategies to minimize the use of chemicals on our plants. Between these two approaches, we are able to pinpoint areas where to apply our chemicals and remove the pests without affecting the surrounding plants.

Lipman is committed to ensuring our production works with nature and that we take strides to care for our partner, nature. The information above is only a small piece of the whole picture, and we welcome your questions and comments on how we manage our lands to continue our operations sustainably.

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Fair to Good	Steady
Cucumber	Fair to Good	Steady
Eggplant	Fair to Good	Steady
Green Beans	Good	Higher
Jalapenos	Mostly Good	Steady
Onions	Good	Steady
Squash	Fair to Good	Higher
Tomatoes	Fair to Good	Higher



OCTOBER CALENDAR

October All Month

National Pizza Month

October 1st – 5th

Customer Service Week

October 1st

World Vegetarian Day

October 4th

National Taco Day

Improve Your Office Day

October 5th

National Diversity Day

Hendersonville, NC Weather

Fri Sep 28	Sat Sep 29	Sun Sep 30	Mon Oct 1	Tue Oct 2
75°F	75°F	74°F	75°F	76°F
62°F	63°F	61°F	61°F	61°F
W 5 MPH	NNW 5 MPH	NE 5 MPH	ENE 5 MPH	NE 3 MPH
Precip 40%		Precip 20%	Precip 20%	Precip 20%

KEEP YOUR EYE ON THE CONSUMER

The #1 Factor Influencing Where Consumers Shop is...

By: Deena M. Amato-McCoy, www.chainstoreage.com, September 24, 2018

Sixty-eight percent of customers said cost was the top factor that influences where they shop, according to data from Uberall, a location marketing solution provider. The runner up was proximity, which 55% of people chose as the reason for picking a store. Rounding out the top-five responses were product selection (53%), online customer reviews or ratings (36%) and brand loyalty (34%).

"Today's shoppers value cost and convenience when deciding to shop in-store... brand loyalty has taken a backseat," said Josha Benner, co-founder of Uberall, Inc. "When planning a shopping trip to physical stores, shoppers often want to know what location is closest to them for convenience, but they also want more information about what products or services each location has to offer and at what cost."

When it comes to finding their closest store, 81% of customers are likely to use a store finder on a retailer's website. When asked how likely the respondents were to use a store finder on a retailer or brand's website, 42% said they were "very likely," while 39% are "somewhat likely" to use the tool.

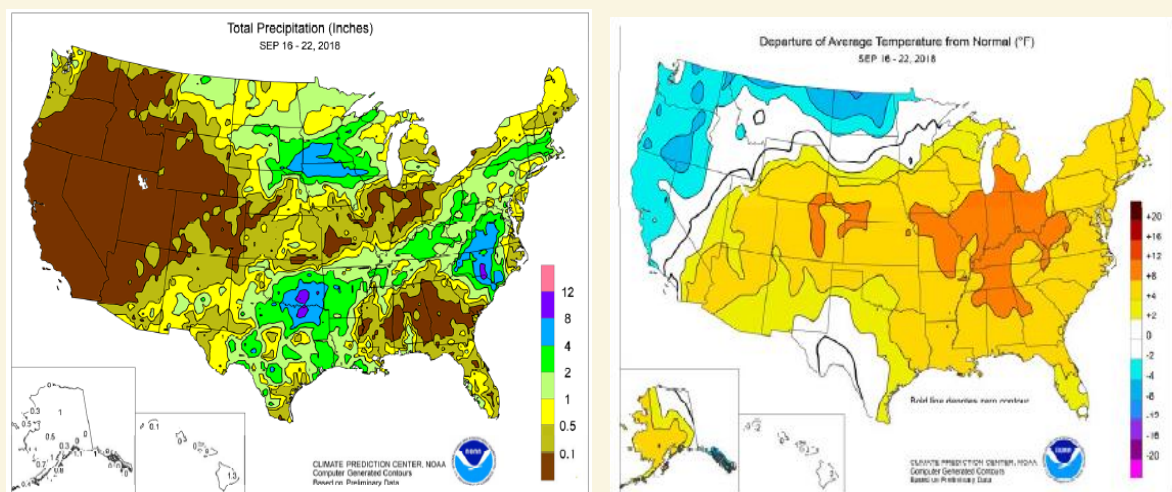
More than 80% of people conduct "near me" mobile searches, according to the study.

"One of the easiest ways to figure that out is by visiting a store's website," Benner explained.

"Store locator pages answer a lot more questions than just a listing," he added. "Too many retailers are assuming search engines will do this work for them. But that's not enough. Many consumers are still going to brand websites for local store and shopping information."

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



MERCHANDISING MINUTE

'Tis the Season to Stand Out from Competitors

By: Mike Eardley, www.winsightgrocerybusiness.com, September 24, 2018

The fall months not only bring crisp air to most of the country but also usher in one of the busiest times of the year for our stores, especially our fresh departments.

Good food and drink are as much a part of the holidays as gifts, decorations and happy children. Most of us can remember a time when a trip to the local grocery store with our parents and family to explore and purchase holiday pies, deli cold cuts and salads, and fancy cheeses was a tradition unto itself. In many instances, the store lived and breathed the holidays. And it was something to be experienced in-person.

Flash forward to the retail landscape of today, where the talk on the streets is how brick-and-mortar stores are dead and online shopping is the future of food shopping. But is it really? Don't the holidays help us reflect on how truly important our stores are to the communities we serve? Absolutely they do. And it's because of what they offer that consumers simply cannot find when they shop online: the experience.

"Experience" is a topic I've stressed in several of my past *WGB* columns, and it's one that's certainly fitting for this time of year in our stores—which can excel because of this characteristic, but which is not a given. Merely having a physical footprint doesn't guarantee success. The saying "80% of success is showing up" may hold true in some circumstances, but not necessarily when it comes to our stores. We have to be proactive, even during this time of year when our stores tend to be the busiest.

Consumers visit our stores not just to fill their cupboards. They want to be engaged. They want to be educated. They want ideas and suggestions for the meals they purchase and prepare for their family and friends. And while some shoppers may enter the store with a mission and a grocery list of exactly what they want, it should be the mission of all retailers to not only make it easy for them to find what they're looking for but also to engage them with new ideas and recommendations.

Here are just a few ways to accomplish this:

- Focus on the products, tastes and ingredients of the season. Create eye-catching displays featuring these products that draw attention to your fresh departments.
- Cross-merchandise products within your fresh departments. Just like other times of the year, provide meal ideas that incorporate freshly made offerings.
- Educate your shoppers on holiday meal ideas and pairings. Demonstrate how shoppers can add variety to their traditional holiday cuisine lineup.
- Conduct food and drink tastings to engage consumers and encourage them to try new food items and pairings.
- Use your marketing channels—especially social media—to share meal ideas, discounts, recipes, new products and creative takes on traditional holiday food.

Finally, remember: Many shoppers are in a hurry, so be sure that convenience is a top priority to help consumers looking to get in and out quickly. The holidays are a season of giving. And there's no better way to engage your shoppers by giving them the experience they seek.

FRESH
TOMATOES

the best of nature™

MARK YOUR CALENDAR
PACK YOUR BAGS!

October 19-20, 2018

PMA Fresh Summit Convention & Expo
Orange County Convention Center
Orlando, FL
www.pma.com/events/freshsummit
Come join #TeamLipman at Booth 1728!

December 13-15, 2018

North Carolina Vegetable Growers Association's
33rd Southeast Vegetable & Fruit Expo
Kingston Plantation Embassy Suites
Myrtle Beach, SC
www.ncvga.com/events

CREATED BY LIPMAN
FOR OUR VALUABLE
CUSTOMERS



Visit our website... www.lipmanfamilyfarms.com






Follow us

Questions or comments about the newsletter?
Contact: joanna.hazel@lipmanfamilyfarms.com