

AUGUST 16, 2024

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your
weekly industry
updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

There have been a few more romas coming out of TN and NC this week as they've finally had several dry days in a row. Volumes are moderate at this point and should continue to be as long as the weather cooperates. Despite the frequent showers, quality is nice. As for the West, Lipman has been harvesting steadily in the Manteca, CA area. Although other growers have seen some ups and downs in production, Lipman is moving along at a steady pace. There's a good spread of sizing, although there is more volume on bigger sizes, and quality has been excellent. Looking south to MX, Northern Baja and Central MX have mostly steady production and nice quality. We expect to see more volume out of Baja next week, but the stronger numbers should start in mid-September as growers break into Fall acreage.

ROUND TOMATOES

With VA out for the next few weeks, Lipman's round tomato harvests are focused in TN where there have been more vine-ripes than mature greens this week. Weather patterns have improved which has helped quality and increased production levels to some extent. However, we'll continue to fight weather as there is rain in the forecast over the weekend. Aside from local deals in NC, MI, etc., we'll be looking for our VA farms to come back online sometime during the 1st week of September. In the West, it has finally cooled off in CA. Various growers have had some ups and downs in production, but overall volumes are pretty consistent. We've seen the size profile move down to more 5x6's than jumbos but quality has improved significantly as growers move into areas that didn't experience the extreme heat that recent harvest areas did. Baja's fruit has also sized down a notch (more 4x5's and 5x6's) but quality remains strong and volume is moderate.

GRAPE TOMATOES

Lipman continues to harvest grape tomatoes in VA. We've had quite a bit of rain that caused some shrink, but quality is cleaning up nicely as we get further past the precipitation. Smaller volumes are also available at the local level in TN, NC, NY and other states. In the West, production is in the hands of a few with low to moderate volumes available in Baja and Central MX. Quality has been average. We'll begin to see the numbers pick up in September as MX growers come online with Fall crops.

GREEN BEANS

Eastern green bean supply is light to moderate, fluctuating as growers move in and out of fields that may have been affected by prior weather. They are available in VA, TN, NY, and MI with some smaller pockets here and there. The West has a few areas in production- Baja, CA, and WA- but each area has light supply. The local deal in WA just started a new planting and should continue to have beans into October aside from a short gap that may come between future harvests. We should start to see some volume in Central MX at the end of September as they move past monsoon season.

COLOR BELL PEPPERS

Both Eastern and Western CAN are in light production modes at this time. Since a significant amount of Eastern CAN's acreage was pulled earlier due to disease pressure, we'll expect lighter levels to continue through the season. However, Western CAN's light spot is due to recent cooler temperatures and cloudy weather. Weather willing, Western supply should rebound to stronger levels in 7-10 days. CAN's quality has been solid in both regions but sizing is a notch smaller than normal. Looking to the south, Central MX's numbers are in a lighter mode this week as cooler temperatures slow things down and several growers are working through a near-gap.

GREEN BELL PEPPERS

Bell pepper availability is settling back into a more steady pace in the East. There's product available in multiple areas with some of the stronger volumes coming out of NY and NJ now where quality has been good. Looking to the West, CA has finally cooled off and the Fresno/Selma area is into moderate and consistent volumes. All sizes are available and quality is good. A few new growers will start in the Oxnard area next week which will help to keep supply steady through September. Our WA state partner has excellent quality, all sizing options, and load volume this week.

[CONTINUED ON THE NEXT PAGE](#)



YELLOW & ZUCCHINI SQUASH

Squash availability is a slight bit lighter in the East this week as weather and field transitions have impacted the numbers. NJ has just started new plantings and has some of the nicest quality to offer, but overall quality is somewhere in the average to good range. The West is looking to Baja, CA and western WA for squash supply. Volumes are low to moderate but there's enough available to meet demand. Quality is better on the zucchinis than yellows, which seems to be the normal scenario. These areas will need to cover the demand until MX starts back in a light way in late September.

CUCUMBERS

Eastern cucumber supply is steady in NY and MI with overall nice quality. NJ has just started some great-looking new crops and has volume as well. With additional pockets of product in a few other areas, supply should continue to be adequate for the next few weeks. The Fall program in eastern NC is not too far away and should also start back in September. Moving to the West, moderate volumes have been available this week from Baja, Central MX and domestic deals. MX's quality is still very nice and the fruit will travel well. OR and WA also have product and are currently in a flush. Although this product has good quality, it doesn't work for all retail specs.

HARD SQUASH

Hard squash availability continues to be shy in the East. KY is still a few weeks away from their stronger Fall volumes and we're just starting to see a few growers in the northeast get up and running. By the end of August/early September, we should see stronger seasonal volumes from all production areas. In the West, hard squash is available in both Selma and Stockton as well as in WA state. Western quality is solid in both CA and WA.

EGGPLANT

With a number of local/regional programs in action, eggplant supply is adequate and quality is good in the East. Current supply levels are expected to continue for the next several weeks. Supply is still pretty snug in the West with CA in a very light phase of production. We hear that a couple more growers will start soon, which will be a welcome addition to supply. Fortunately, our WA state partner has excellent volumes and quality to cover demand in the area.

CHILI PEPPERS

Eastern chili pepper supply is spread throughout the East with most growers harvesting a few varieties and only a few with the entire product line. Quality is mostly good with some of the nicest chillies coming out of NY. As for the West, chili pepper supply is strong with fruit coming from Baja, Central MX, and a few in CA. Quality has been solid from all areas, although Central MX has the edge currently. We also have local product in WA state where quality has been very nice so far.

MINI SWEET PEPPERS

Mini sweet supply is limited to an occasional handful in CAN and the low to moderate supply that's coming out of Baja. Availability is snug and looks to remain that way for the immediate future. Fortunately, our WA state program will start in the next 5-7 days. The fruit looks excellent, has nice sizing and quality and will provide a welcome avenue of supply for the local area.

ORGANIC ROMA

Baja's organic roma supply is light and quality concerns continue. Since several Baja growers skipped plantings that would have come off in August and September we won't see much change in this area until October. One grower in Central MX has now come online with new-crop fruit which is significantly better than what's available in Baja. We expect to see another grower or two in Central MX get started in mid-September.

ORGANIC GRAPE TOMATOES

Organic grape tomato supply has been a bit lighter this week as one of the larger growers in Baja is between sets. Quality has been strong.

ORGANIC MINI SWEET PEPPERS

Organic mini sweet supply is steady out of Baja and should continue at current levels for at least the next few weeks. Quality has been good.

ORGANIC MINI CUCUMBERS

Both Baja and Central MX have organic mini cucumbers in production. Baja's quality has been good but we have been seeing some larger than desired fruit that needs to be graded out for retail use. Central MX has some very nice fruit available as well and sizing is on point.

WATERMELON

Watermelons are readily available as there are quite a few areas in Summer production- NJ, IN, KY, Delmarva, etc.- and demand has lightened up. There's been a lot of rain in production areas. This has affected fruit quality and caused disease issues for some. The best melons are coming out of KY and IN, while NJ is considering pulling the plug early due to crop issues. The supply situation will likely remain similar until the end of September, when Lipman will start harvesting on the SC farms.



LIPMAN FAMILY FARMS GIVES BACK TO IMMOKALEE STUDENTS

THEPRODUCENEWS

Lipman Family Farms made a big impact at its 14th annual Backpack Giveaway, where it handed out 1,800 backpacks to eager Immokalee, FL, students about to start their school year. This community event reflects Lipman's dedication to supporting local education and empowering the next generation.

This annual event, which was held on Saturday, Aug. 10 at Immokalee High School, not only featured the backpack giveaway, but also gave away 350 bikes, over 2,000 pairs of shoes and \$20,000 in gift cards to attendees. Lipman partnered with area community resources to help make this event successful as Immokalee students head back to school this fall. Lipman's support of educational endeavors in the Immokalee community stems from the journey of Lipman's founder, Max Lipman, who was unable to read or write, and emphasized with his children the importance of continuing their education. Today, Lipman is operating in its fourth generation of family leadership, where it continues to emphasize education as part of its core company values and commitment to the community. Empowering the next generation of learners is key for Lipman's workforce and the community they operate in.

"This annual event has become a cornerstone of our commitment to the Immokalee community, empowering students on their educational journey," said Maria Munguia, community and programs manager for Lipman. "As a company deeply rooted in this community, it's inspiring to see everyone come together to make such a positive impact. Our partnerships with local organizations play a vital role in this success, and we're proud to be a part of it."

Healthcare Network and DSD Homes were additional major supporters of the event, giving a boost to the event with the resources Lipman was able to offer to attendees. CC's Wish List donated over 2,000 pairs of shoes and the Rotary Club of Naples Bay donated over 200 pairs of shoes as well. Additionally, over 50 community businesses and organizations came together as exhibitors to showcase all of the resources available to families in the area.

[Keep reading here](#)



ARE WE IN FOR SURGE PRICING AT THE GROCERY STORE?

PRODUCEMARKETGUIDE.COM

AUGUST 15, 2024

A pair of lawmakers are raising concerns that grocers could start using electronic shelf labels (ESLs) to gouge consumers or start charging so-called “surge” prices.

“The increased use of dynamic pricing will drive company profits higher – leaving consumers with the bill,” wrote U.S. Senators Elizabeth Warren (D-MA) and Bob Casey (D-PA).

The letter was directed at Kroger specifically, hinting at the company’s usage of customer data and personalized customer experience. “I am concerned about whether Kroger and Microsoft are adequately protecting customers’ data, and that as Kroger expands personalized customer experience, customers will ultimately be offered a worse deal,” the letter said.

Retailers have been implementing ESLs for years. Whole Foods is the first major retailer I can recall seeing using them, and big names like Hy-vee and Schnucks are joining the ranks. The biggest of them all – Bentonville, AR-based Walmart – announced in June that it plans to use them in 2,300 stores.

While I recognize that Kroger is a master at capturing customer data and insights, this hubbub seems more like a headline-grabbing stretch than reality. Remember when

Wendy’s came under fire for its dynamic menu board? The media picked up on “surge pricing” and executives were quick to clarify that the digital menu boards were being used to switch menus based on the time of day, and for special offer discounts.

Most fast food chains are desperate to lure customers back in with deals. It wouldn’t make business sense to raise prices right now. ESLs take away one of the most tedious tasks at a grocer. Changing paper price tags is extremely time-consuming, and the ability to click a button and switch up the prices when the weekly ad goes into effect saves valuable labor hours, one of the biggest challenges for any retailer.

Could grocers use ESLs to enact “surge” pricing? Possibly. But one of the best cases I’ve heard of for the technology is actually to drop prices – and prevent food waste.

A study by UC San Diego’s Rady School of Management found that deploying dynamic pricing can reduce food waste from grocers by 21% or more.

Retailers that adjust pricing depending on inventory and expiration date saw a 21 percent reduction in waste and an increase in gross margin by 3 percent.



UPCOMING EVENTS:

SEPTEMBER 12-14, 2024

SOUTHERN INNOVATIONS

NASHVILLE, TN

OCTOBER 17-19, 2024

THE GLOBAL PRODUCE & FLORAL SHOW

ATLANTA, GA

CELEBRATE NATIONAL
ZUCCHINI DAY WITH OUR
PARMESAN GARLIC SUMMER
SQUASH CHIPS, WHERE YOU
CAN TRULY TASTE THE
[#GOODFROMTHEGROUNDUP.](#)

