



MARKET UPDATE

Tomatoes: Eastern round and roma tomato availability continues to be on the lighter side this week due to harvest-interrupting rains and big-volume producers transitioning between crops. Despite rain and reduced packouts, the final customer packs have good quality. As many growers and areas get into 2nd and later picks, we anticipate fruit to size down over the next week. The Delmarva area is joined by deals from MI, NJ and other local areas in bringing grape tomatoes to market. Volumes have been mostly steady and quality remains average to good.

California's round tomato volumes remain light this week, as growers continue to work through crops that were affected by heat and bloom drop. Several California farms didn't pick romas last week, but are slowly coming back with light production now. Strong national markets have slowed imports of Mexican tomatoes into the US, but light to moderate volumes of romas and rounds are crossing from Eastern Mexico and the Baja area. Western grape tomato volumes are light, as Baja's production is down and Central Mexico has experienced rain.

Bell Peppers: Strong volumes of bell peppers are available in the East with product coming from many growing areas and local deals. There have been some reports of light bruising and stem decay early this week, but growers should work through the rain-affected product by the weekend. California currently has five areas in various stages of the season bringing bells to market. Arroyo Grande, Gilroy, and Oxnard have the better volumes while Stockton is experiencing low yields and sizing concerns due to the prior heat wave. Fresno is beginning to decline and should wrap things up soon. Overall quality and condition are good with some of the best fruit coming from Arroyo Grande.

Cucumbers: After heat brought on a flush of product, Baja's cucumber volumes have declined significantly.

Fall crops will bring better numbers when they get rolling in September. Michigan is in heavy production this week and is joined by several local cuc deals in supplying product to the East. Overall quality is good, but there are some concerns where inventories are backed up.

Summer Squash: With Western acreage down to a trickle and rain-affected product throughout the East, yellow squash remains extremely tight for retail this week. Zucchini quality and supply are better on both coasts as there is more acreage and zucchini generally tolerates weather better than yellow squash.

Eggplant: Fresno's cooler weather has shortened up supply of larger-sized eggs, but there are good supplies of 24-ct product for Western markets. Stockton is also in the game, but quality continues to be an issue. The East has good supply and quality available from several areas including MI, SC, and NC.

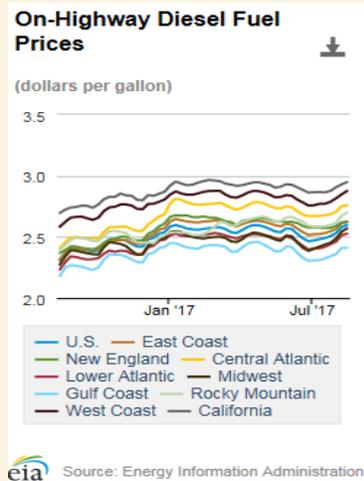
Green Beans: Green beans are available in good supply from several growing locations in the East, with some of the nicest quality coming from Tennessee farms. Bean production is limited in the West, as three of the four growing areas have been out of production or hit and miss.

Hard Squash: There's no change in the West on hard squash- still very short as California's quality and production has been sporadic and overall yields are down. The East is finally seeing some better quality out of Michigan with retail-worthy acorn and spaghetti becoming more available. Butternut crops are lagging behind but should come on soon. A few, smaller local deals are also beginning to ship hard squash as well.

Chili Peppers: Baja has begun to recover from damage to chili crops and is shipping better volumes on most varieties. Eastern availability has also improved as Michigan now has the full spread of chilies to offer.

TRANSPORTATION FACTS

- * The National Diesel Average continues to edge upward, moving from \$2.58 to \$2.60 per gallon this week.
- * The average price for a gallon of diesel fuel is \$.29 higher than the same time last year.
- * All but one of the country's market zones reported price increases this week, with the most notable coming from the West Coast (up \$.041 per gallon).
- * California remains the high price leader for diesel fuel at \$2.95 while the Gulf Coast region continues to offer the best bargain at \$2.41 per gallon.
- * The WTI Crude Oil price fell 4.86% this week, moving from \$49.17 to \$46.78 per barrel.
- * Although Michigan reports being slightly short on trucks this week, all other areas in the country have adequate transportation to meet shipping demands.



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AN APPLE A DAY

Four Essential Habits to Transform Your Health Today

By: Mar, www.obviously-marvelous.com, August 17, 2017

Have you ever taken the time to sit down and imagine how much better your life would be if you were your healthiest self? Most people go through their days with the goal to only survive, not to thrive, and the irony of it is that humans wait for illness to strike before they realize the value of their health.

Being able to achieve your goals and feel much happier is possible by doing one simple thing: *getting healthy*

The truth is, you don't need a huge budget to kick start a healthier lifestyle. All it takes is your commitment to follow simple habits that transform your body for the best. Isn't it a wonderful thing to both look and feel more amazing? Here are four basic and essential healthy habits you should start developing today.

1. Make gratitude a daily practice.

Being grateful is a state of mind, however, not everyone realizes the immense power of gratitude to help you lead a healthier life. How does practicing gratitude achieve this? By training your mind to focus on the positive. When you pay attention to the good things in your life, you feel more motivated to engage in healthy practices.

The easiest way to be a little more grateful each day is to tune into the smallest details of your life. From the air you breathe to the food on your table, it's important to savor the positives in every situation. Better yet, start a gratitude journal. Write down at least three things each day that you're thankful for.

2. Increase your nutrient intake through healthy snacks.

Your regular meals shouldn't be the only times throughout your day that you consume nutrients. Snacking is an essential part of a healthy lifestyle, but like your meals, there are snacks that you need to stay away from. Perhaps the reason why most people avoid eating in between meals is that they think it will make them gain excess weight.

A smarter habit is to consume snacks that offer multiple health benefits. Make sure that these choices are loaded with antioxidants, complex carbohydrates, protein and healthy fats to increase your energy levels and contribute to a healthier brain and heart. Add some additional excitement to natural foods. For example, you can turn regular fruits into a fresh smoothie.

3. Find time to get active every day.

Since we were kids, we have always been taught the importance of exercise. While we know its benefits for our bodies, still we make excuses and procrastinate. Deliberate physical activity is never a waste of time. Since we work day in and day out to achieve our goals, why not exercise at least a few minutes to an hour each day to boost performance?

Any kind of exercise supports your health and wellness goals. How? By significantly improving your physique, blood sugar levels, confidence, quality of sleep, cardiovascular endurance, strength, brain power and ability to deal with

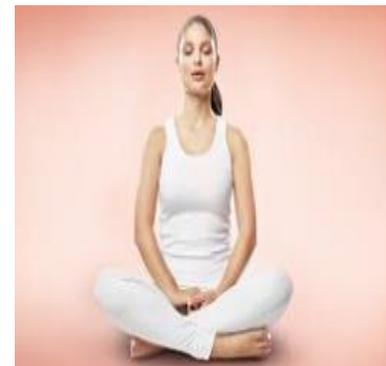
stress. All of these health benefits are thanks to getting sweaty and add more years to your life.

4. Handle your stress effectively.

Sometimes, stressful situations occur that are beyond your control, such as the death of a loved one or a family illness. One thing you can do to keep your stress to a minimum is to change your perspective and response towards it. Being able to identify stress when it happens is the first step to effectively dealing with it.

Manage your stress through simple behaviors such as deep (*diaphragmatic*) breathing, meditation, getting ample rest, taking breaks and restricting caffeine intake. It's also important to know your limitations. Be assertive if you want to decline other people's requests. Learn how to say no in an appropriate manner.

The bottom line is that being healthy is the only way for you to reach your maximum potential. The quality of your health depends on your habits; how you think, eat, move and feel. Start adopting these four benefits today and be amazed by the enormous results.





TEAM LIPMAN IN PICTURES

For the next few weeks, we'd like to help you get to know #TeamLipman a little better. From the folks who take care of business behind the scenes to those you may see and talk to frequently, every individual plays an important role in providing you with the very best produce that nature has to offer...24/7/365. Check out these friendly faces!



Tim Rogers
Sales- Texas



Susie Cerezo
Sales- Arizona



Nick Brown
Operations Manager- California



Alfredo Perez
Tech Support Manager
Florida



Marlene Hokanson
Sales Assistant
California- TPE



PRODUCE BAROMETER

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



AUGUST CALENDAR

- All Month
National Panini Month
- Third Week
National Chef's Appreciation Week
- August 26th
Franchise Appreciation Day
- August 27th
National Burger Day

Hendersonville, NC Weather

Fri Aug 18	Sat Aug 19	Sun Aug 20	Mon Aug 21	Tue Aug 22	Wed Aug 23
84° F	84° F	84° F	84° F	82° F	82° F
64° F	66° F	68° F	70° F	68° F	64° F
NNV 6 MPH Precip 50%	NNV 3 MPH	N 2 MPH	N 2 MPH Precip 20%	VNV 3 MPH Precip 30%	VNV 3 MPH Precip 40%

NEWS IN THE GROCERY TRADE

Consumers Select Preferred Grocer Based on Money Saved

www.progressivegrocer.com, August 10, 2017

Consumers are choosing their preferred grocer based on the money-saving opportunities it offers, new research from IRI reveals.

The news should come as little surprise: Although more than half (55 percent) of consumers say their household financial health is good, 49 percent are making sacrifices and looking for deals to make ends meet, according to the Chicago-based research firm's Q2 2017 Consumer Connect survey.

According to the survey, 95 percent of consumers select a store based on its ability to fulfill their needs at the lowest possible cost. The numbers are roughly the same across generations, too: 96 percent of Millennials feel this way, while 95 percent, 96 percent and 94 percent of Gen Xers, Baby Boomers and seniors agree, respectively.

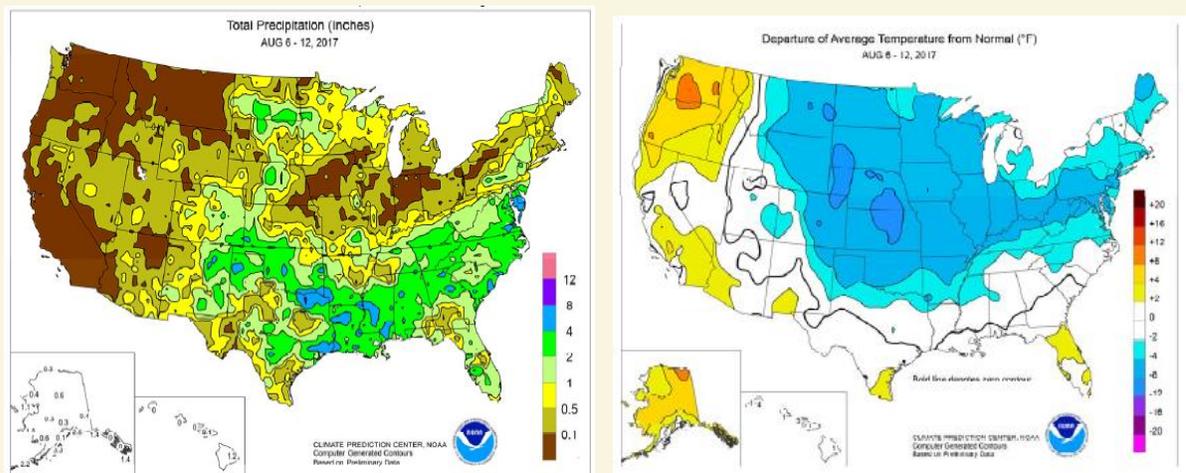
Additionally, consumers are looking for programs and products that can help them save money: 82 percent choose a store based on a good selection of private label products – typically known for offering national-brand quality at lower price points – while 74 percent do so seeking a strong loyalty or discount program.

However, the younger generations are a bit more likely to opt for private label products than older shoppers with sentiments surrounding store brands and loyalty/discount programs: While 86 percent and 84 percent of Millennials and Gen Xers, respectively, seek a good selection of store brands, 80 percent and 79 percent of Baby Boomers and seniors, respectively, feel the same. Moreover, while 79 percent each of Millennials and Gen Xers want a strong loyalty or discount program, 74 percent and 66 percent of Baby Boomers and seniors, respectively, agree.

“Since consumer spending accounts for about 70 percent of the U.S. economy, consumer hesitation to spend is a really big deal, and it is leaving CPG marketers struggling to find true and sustainable growth in a low-growth marketplace,” said Susan Viamari, VP of thought leadership for IRI. “This also is playing out in the nonfood sector, where consumers are taking a very cautious approach to their purchases. They are buying what they need rather than stocking up and purchasing those nice-to-have items in the beauty/personal care, health care [and] general merchandise aisles.”

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



KEEP YOUR EYE ON THE CONSUMER

Millennial Consumers Not Created Equal

By: Tom Karst, www.thepacker.com, August 16, 2017

Millennials are counted among fast-rising corporate leaders as much as they can be found living in mom's basement.

Speaking at the Midwest Produce Expo Aug. 15, Matt Beaudreau, keynote speaker on millennial consumer trends, said the generation is having a growing influence on the economy and defy easy stereotypes.

Beaudreau said millennials are about five years behind previous generations undergoing the same experiences such as getting married, buying a home and starting a family. That can create a disconnect between baby boomer employers and millennial employees, he said.

Millennials' relationship with technology is critical for marketers to grasp, he said. Because of Facetime with smartphones, for example, children won't remember a time when they didn't see the person they talked to on the phone.

"When we start talking about the need to integrate (technology) to how you sell products, it is because to your consumers — it is all they know," he said. "The younger generation is the key to future tech adoption."

Beaudreau said the influence of millennial consumers is coming to bear quickly. As baby boomers are entering the "less is more" stage of life, millennials are entering the wealth accumulation phase, making and spending money. He said 25% of new millionaires in 2017 are millennials. At the end of this year, millennials will outspend baby boomers, he said.

Marketers should consider using text messages to communicate with millennials, Beaudreau said. In addition, using videos and punchy emails — with most of the communication in the subject line and not the body of the email — are more likely to appeal to younger consumers. He suggested that more stores should have videos playing in the produce department.

Millennial consumers want to interact with a company they do business with, he said. "If you are not incorporating social media, you are missing out." Millennials seek to know people behind the companies, connecting with people easier than trusting brands.

"We need to humanize all of our interactions," he said.

<p>FRESH TOMATOES</p>	<p> <i>the best of nature™</i></p>
<p>MARK YOUR CALENDAR PACK YOUR BAGS!</p> <p>September 28-30, 2017 Southeast Produce Council's Southern Innovations Organics & Foodservice Expo Westin Hilton Head Island Resort Hilton Head Island, SC www.seproducecouncil.com</p> <p>November 13-15, 2017 United Fresh Brandstorm Hotel Nikko San Francisco San Francisco, CA www.unitedfreshbrandstorm.org</p>	<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> <p></p> <p>Visit our website... www.lipmanfamilyfarms.com</p> <p>Follow us    </p> <p>Questions or comments about the newsletter? Contact: joanna.hazel@lipmanproduce.com</p>