



**MARKET UPDATE**

**Tomatoes:** Both current and previous weather conditions are affecting Eastern tomato yields and quality, limiting supply on all varieties this week. Virginia, the Carolinas, and Tennessee have light to moderate volumes on rounds and hope to see more product over the weekend. Roma availability is particularly lean, which is shifting demand out West. Grape tomato production is scattered, with light volumes from the Carolinas and more substantial numbers coming from New Jersey and Virginia. Although overall quality is a challenge, additional attention to sorting can still produce a good pack.

California's round and roma tomato production is in a light spot this week, as extreme heat and bloom drop take their tolls on the numbers. Look for even lighter numbers next week, then improvements in both volume and quality as production shifts to new growing areas. Baja's vine-ripe round and roma numbers are down as production works its way through the transition from Summer to Fall crops ever so slowly. Smaller-sized fruit is the short suite and quality ranges from fair to good. With Central Mexico experiencing rain and Baja growers in between fields, grape tomatoes have limited availability this week. We should see production increases late next week.

**Bell Peppers:** With Michigan, New Jersey and New York now in the mix, Eastern bell pepper supply has improved from recent weeks. Overall quality is good although there are some spotty local areas where rain has affected fruit quality. California is also seeing better pepper volumes with improved weather conditions. Multiple areas are harvesting and quality has been excellent.

**Cucumbers:** Baja's supply of slicer cucumbers continues to be strong but is expected to drop off a bit next week. Quality is good on fresh fruit,

but can be challenging in cases where shippers have inventory backed up. Supply has shortened up in the East. With cooler weather and growers in between fields, Michigan's volume has been light. Several states have local deals rolling, but their overall volumes are varied and moderate, at best.

**Summer Squash:** Cool nights in Northern growing areas have slowed squash production in the East. Couple that scenario with extreme heat in the Carolinas and the squash game is a bit of a challenge. Good-quality yellow squash is particularly scarce. Look for the situation to improve as growers get into new fields and weather moderates. Three California areas are currently in season with consistent volumes and nice quality.

**Eggplant:** Western eggplant offerings have improved as Fresno is seeing production increases and Stockton is beginning to add to the mix. Quality is very nice, with strong, dark fruit being harvested in these areas. The East is also seeing better eggplant volumes, particularly from the Carolinas.

**Green Beans:** With Michigan and Tennessee bringing more product to market, the East has adequate numbers of beans available to fill market needs. California has five areas shipping beans with the strongest numbers coming from Brentwood and Watsonville.

**Hard Squash:** Hard squash out of California has been very limited due to delayed start dates, less plantings, etc. This should improve soon, as Stockton has now started and Sacramento is due next week. Meanwhile, the East continues to wait patiently for larger local deals and new growing areas to come into volumes.

**Chili Peppers:** Despite water supply challenges, Baja's volume and quality of chili peppers has been good. Santa Maria is peaking on jalapenos now, but quality and size have been hit or miss. The East continues to have only light volumes available from small local deals.

**TRANSPORTATION FACTS**

\* The National Diesel Average nudged upward by \$.02 this week, moving from \$2.49 to \$2.51 per gallon.

\* The average price for a gallon of diesel fuel is \$.13 higher than the same time last year.

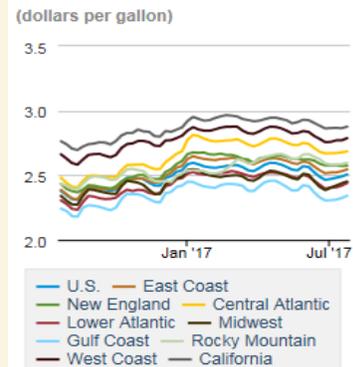
\* Each market zone in the country reported price increases this week, with the most notable coming from the West Coast (up \$.022 per gallon).

\* California remains the high price leader for diesel fuel at \$2.88 while the Gulf Coast region continues to offer the best bargain at \$2.34 per gallon.

\*The WTI Crude Oil price jumped this week, moving from \$46.40 to \$48.75 per barrel.

\*Adequate numbers of trucks are available in active shipping areas throughout the country this week.

**On-Highway Diesel Fuel Prices**



Source: Energy Information Administration

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## RESTAURANT INDUSTRY NEWS

### How to Cater to Millennial Foodies

By: Mark Sutter, [www.foodnewsfeed.com](http://www.foodnewsfeed.com), July 2017

Today's millennial foodies are all about a healthy lifestyle. If you're looking to grab lunch with a millennial anytime soon, here are some things you need to know:

#### 1. Millennials are Not About Sacrifice

While purported to be the healthiest generation yet, millennials believe in "Healthy Indulgence." Eight in 10 millennials (18-34) believe it's important to eat healthy, but it's good to indulge occasionally. This is the dichotomy of this generation. That means your menu has plenty of room for kale and cupcakes.

#### 2. Eating Right Trumps Losing Weight

Millennials also prefer to eat right rather than focus on a weight loss diet. They stay away from dieting plans, preferring to incorporate healthy eating or diet-like trends, like paleo, vegan, and gluten-free foods, into their regimen. Provide some options so that those who want to eat healthy-ish don't have to do it at the expense of enjoying their experience.

#### 3. Food is an Experience

Millennials are a sensation-driven generation that craves sensory stimulation. Not surprisingly, three out of four millennials say that eating is an experience. Eating provides a sense of adventure, as they explore new food trends and new eating experiences. They live to mix and match ingredients, sides and sauces. Does your menu allow customers to make every meal their own?

#### 4. Millennials Love Food—A Lot

How much do they love food? Staggeringly, more than half of millennials agreed that, "eating can be as pleasurable as sex."

And if that wasn't shocking enough, one in three millennials agreed that "given the choice between sex and an excellent dinner at a restaurant, I would choose the dinner." We don't judge here. But you see the high expectations for your restaurant to perform.

#### 5. Food is Functional

Millennials may have the highest Food IQ of any generation, thanks to technology. But their focus is often less about eliminating foods than about adding them. They want to understand what's inside the food they put in their bodies, but also which foods provide value to their health.

Millennials are turning to the Internet to educate themselves on functional ingredients and how to use them. For example, according to Think with Google, the term "turmeric" saw a 56 percent rise from November 2015 through 2016 and a reported total of 3.9 million video views featured turmeric benefit educational content.

Millennials want to get their nutrients from real food and beverages to achieve their healthy lifestyle goals. So, what's in an entrée won't scare this crowd. In fact, it might be what makes them come back.

#### 6. Food is Part of Their Personal Brand

Food is a critical building block of millennials' personal brands and is an outlet for lifestyle indulgence. Two-thirds of millennials say that the food they buy says a lot about them. Food is another way to express their creativity and sense of design. Food knowledge and experience is social currency.

#### 7. Food is Social

It used to be that when a photo flash went off in a restaurant it was someone's birthday. Today

it's simply that the millennials at table seven got their food. Food is an essential part of their social identity as well. Eating is viewed as a group event—sharing food among friends, family or coworkers, but more importantly their Instagram or Snapchat followers. #Food is one of the most popular hashtags on Instagram, followed by #recipe, #instafood, #nomnom, #foodpic, and #yum. Word of mouth is critical for restaurant success. Are your plated entrées share-worthy?

Instagram Hashtags:

219M #FOOD

122M #FOODPORN

59M #FOODIE

So, what does all of this mean for full-service restaurants that are trying to connect with millennial foodies? Knowing your audience is key. When creating a strategy, the best approach is to not shy away from offering a variety of menu items, be it a healthy or indulgent one. Let millennial foodies decide what they want to eat. And be sure you give them options to make it their own so they proudly share their meals with their followers.





# LIPMAN LOCAL IN PICTURES

Our New York friends and farmers are in the spotlight this week!



Brian Reeves shows Scott Rush the beautiful squash fields at Reeves Farms in Baldwinsville, NY.



The Eden Valley Growers Cooperative will begin shipping bell peppers this weekend from Eden, NY.



Turek Farms of King Ferry, NY partners with Lipman to provide Summer and Fall squash to our customers.



Torrey Farms of Elba, NY is a long-time partner and friend of Lipman. They grow a wide variety of products including cucumbers, squash, cabbage and onions.

## PRODUCE BAROMETER

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



## AUGUST CALENDAR

- All Month
- Family Fun Month
- First Week
- Simplify Your Life Week
- August 3<sup>rd</sup>
- National Watermelon Day
- August 6<sup>th</sup>
- American Family Day
- National Friendship Day

### Hendersonville, NC Weather

Fri Jul 28	Sat Jul 29	Sun Jul 30	Mon Jul 31	Tue Aug 1	Wed Aug 2
81° F	81° F	79° F	81° F	81° F	81° F
64° F	63° F	63° F	63° F	64° F	61° F
W 8 MPH	NNW 10 MPH	N 5 MPH	NNE 3 MPH	NNE 2 MPH	SE 2 MPH
Precip 70%	Precip 20%			Precip 20%	Precip 20%

## KEEP YOUR EYE ON THE CONSUMER

### Study: Men Become More and More Engaged in Shopping for Food

By: Kristen Cloud, [www.theshelbyreport.com](http://www.theshelbyreport.com), July 21, 2017

According to the latest research from *Men's Health*, men are taking more control over grocery shopping and cooking than ever before, with 84 percent of them saying they're the primary grocery shoppers in their households (a 19 percentage point increase over the past decade). The Rodale Inc. brand has released the fourth iteration of "How Men Shop for Food," a study conducted online with Harris Poll among U.S. adult men to measure their attitudes and behaviors regarding shopping for groceries, eating healthy, preparing meals for themselves and others, and influence over purchasing decisions.

"The study's results continue to challenge many gender stereotypes related to food shopping and cooking," said *Men's Health* VP & Publisher Chris Peel. "Men have an active role in each stage of the food purchasing process—before getting to the store, while there, and when cooking the food they've bought. Food retailers are uniquely positioned to appeal to men throughout this cycle and to evolve their marketing plans based on this compelling data."

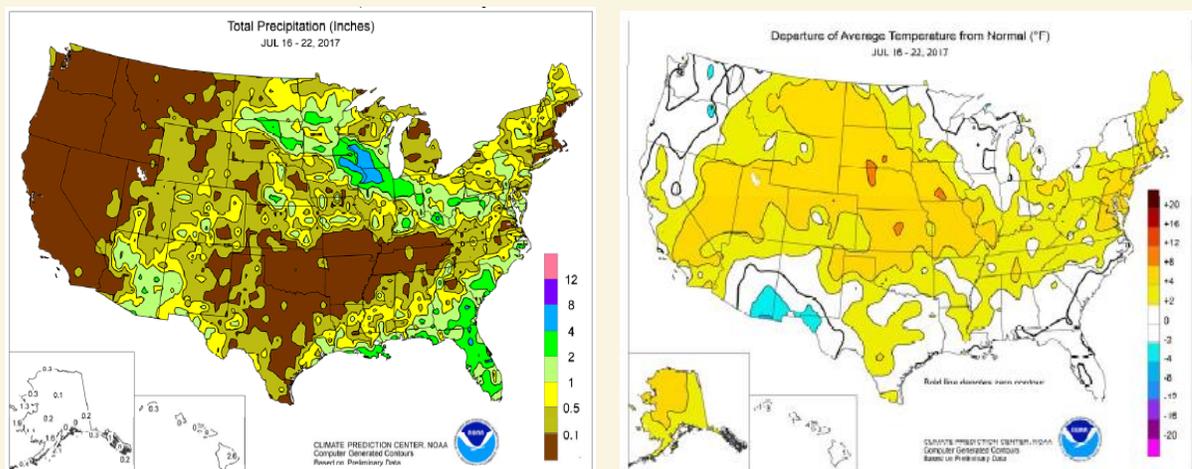
Results of the study reveal that men are not only taking more ownership of food shopping, but two-thirds (66 percent) of them also are deciding what to buy before they get to the store. Thirty-five percent of men have been influenced by an online ad to try a new food or beverage, and 13 percent put specific brands of items on their shopping lists (up 9 percentage points from 2010). Two-thirds (66 percent) of men who are married or living with a partner use grocery lists often or all the time (up 15 percentage points from 2010), and nearly all of them (98 percent) have input into the list.

Compared to a decade ago, more men are buying large groups of items at once, and alone. Seventy percent are primary shoppers for big food trips (16-plus items) and 43 percent are making those trips by themselves. They are taking responsibility for pet food shopping, too; 71 percent of male dog owners and 73 percent of male cat owners purchase pet food at least once a month.

An increasing number of men are turning up in the kitchen as well, with 93 percent of them preparing meals for themselves and 77 percent preparing meals for others. Male consumption of online cooking videos is up considerably since 2010; nearly half (48 percent) watched cooking videos in the last 12 months, and 46 percent of those men watched on social media (up 39 percentage points from 2010). Men are experimenting with additional food brands, too, with 86 percent having tried a new brand in the past 12 months.

## NATIONAL WEATHER SPOTLIGHT

### Weekly Precipitation and Temperature Deviation



## NEWS IN THE GROCERY TRADE

### Transactions Including Produce Bolster Basket Revenue

By: Dan Orlando, [www.supermarketnews.com](http://www.supermarketnews.com), July 21, 2017

While 55% of trips to the grocery store did not include a produce purchase during the opening quarter of 2017, the average basket price rose \$22 to \$63 when fruits, vegetables or other qualifying selections were part of the transaction. That's according to United Fresh's Q1 2017 FreshFacts on Retail report.

In addition, the report found that produce departments generated nearly \$52,000 per store each week during the first quarter, and fruit led vegetables both in weekly dollar sales and volume. Fruits brought in \$23,601 on 16,260 units versus \$22,860 and 14,233 for vegetables.

Berries rode a 1.7% climb in performance from the opening of 2016 to lead all fruits and vegetables with \$4,734 in weekly sales, and 79% of households reported buying the item at least once during the course of the year.

Citrus finished second among fruits in sales performance with 81% of households purchasing at least one item. The subcategory generated \$4,230 per week for stores.

Packaged salad, the vegetable leader, saw a modest price drop since Q1 of last year, losing just under 2% on the road to \$4,424 in sales.

No other vegetable would outpace a fruit until the latter's fifth-best performer, grapes.

Grapes leveraged a 19.3% dip in year-over-year retail price to generate about \$2,600 in sales. The category was outpaced by tomatoes, which was the second most lucrative vegetable, bringing in \$2,622 per store despite sliding only 8.4% in price over the same period.

Fruits also led the pack in terms of value-added produce, notching \$2,296 weekly per store as value-added vegetables hit \$2,123.

<p><b>FRESH</b>   <b>TOMATOES</b></p>		<p><i>the best of nature™</i></p>
<p><b>MARK YOUR CALENDAR &amp; PACK YOUR BAGS!</b></p>		<p>CREATED BY LIPMAN FOR OUR VALUABLE CUSTOMERS</p> 
<p><b>July 28-30, 2017</b> PMA Foodservice Conference &amp; Expo Portola Hotel and Spa Monterey, CA <a href="http://www.pma.com/events">www.pma.com/events</a> Come visit Team Lipman at Booth 217!</p>		<p>Visit our website... <a href="http://www.lipmanfamilyfarms.com">www.lipmanfamilyfarms.com</a></p>
<p><b>October 25-27, 2017</b> National Restaurant Association's Restaurant Innovation Summit Hyatt Regency Austin, TX <a href="http://www.restaurant.org/events">www.restaurant.org/events</a></p>		<p>Follow us</p>     <p>Questions or comments about the newsletter? Contact: <a href="mailto:joanna.hazel@lipmanproduce.com">joanna.hazel@lipmanproduce.com</a></p>