



**MARKET UPDATE**

**Round Tomatoes:** Overall volume is a bit lighter in the East this week as the Summer transition begins. Quincy/South GA still has fruit, but quality, size and volume declined quickly this week and they look to wrap it up next week. SC farms will finish crown picks over the weekend, leaving only 2<sup>nd</sup> 's as we move into next week. This area will continue for another 5-7 days depending on markets, weather, etc. Quality is a little less than it has been, but the final packouts produce a nice box of fruit. TN farms expect to start harvesting next week, and will be joined by VA, AL and the mountains of NC shortly thereafter. As for the West, supply is solid. Baja and Eastern Mexico are churning out a steady supply of vine-ripes while northern CA is up and running with mature greens. Look for volume to become stronger as more growers come online next week and farms get deeper into new crops. Initial reports indicate that quality is nice.

**Roma Tomatoes:** With the few growers in the Quincy/South GA area wrapping up, roma volume has been extremely light in the East this week. TN and NC growers are just getting started and should bring light to moderate volumes over the next week or so. With Baja, Eastern Mexico and CA all in the roma business now, Western supply looks to remain strong for the near future.

**Grape Tomatoes:** Eastern grape tomato production is transitioning from Quincy/South GA and SC to VA and other regional areas. Volume has been lighter than usual but is expected to pick back up next week. In the West, Baja's steady production and good quality continue to provide the West with adequate supply.

**Bell Peppers:** There's plenty of pepper in the East with the strongest quality and volumes coming out of Eastern NC. There are also regional deals up and running in VA, KY, SC, and Western NC with light to moderate volumes. GA is still hanging in there with pepper, but quality won't make retail specs so we expect a wrap on

the season sooner rather than later. Western pepper production is working its way through CA production areas. Bakersfield is still peaking on large/XL sizes with good volume this week and next. With Fresno and LeGrand hot on their heels and other areas on tap to begin after that, we expect to have good supply through at least the next month barring any harmful weather.

**Cucumbers:** Although there's some fruit left in GA, cucumber quality and sizing options aren't so great. Most of the East is looking to NJ and VA crops for the better quality now. These areas and other local deals should carry the load until MI gets up and running in the July 4<sup>th</sup>-8<sup>th</sup> range. With the last of Mainland shippers finishing up over the next week, the West will be looking to Baja and Eastern WA for product. Baja's numbers have been on the low side due to cooler weather, but we expect more supply next week. Eastern WA will start local crops this weekend and should be into good volumes in the next 7-10 days.

**Summer Squash:** Squash continues to be spread out over several states the East but there's not been a go-to area for product this week. Overall, there's a little more volume as more producers get into the mix, but we should see stronger availability next week on new crops from OH and MI. Quality has definitely been an issue on yellow as most of the current production areas have experienced weather. Western markets have plenty of squash as Santa Maria, Salinas and Fresno are all seeing increases in production. As in the East, there are quality concerns on yellow but no issues with zucchini.

**Eggplant:** GA is the hub of Eastern eggplant supply this week and they are in an oversupply situation. Unfortunately, quality is just fair so it can be difficult to make retail grade. We look for better quality to come out of Eastern NC as they start up today. Other local deals are expected to come online over the next 7-14 days. The Western deal

has fully transitioned from the CA desert to the Central Valley where supplies have started out light due to cool weather.

**Green Beans:** Since last week's report, bean production has begun its normal "scattering out" process and availability has improved. There's product available in VA, TN, NC, IN, and DE with no real quality issues. Western supply has also improved this week, as stronger volumes are coming out of CA and Eastern WA is underway. We also expect to see numbers out of Baja over the next 2-3 weeks when a new block breaks.

**Organic Squash:** CA farms have good volumes of organic zucchini but continue to have challenges with quality (and lighter volumes) on yellow. Both Baja and the Northwest are also in production and should see stronger numbers in the coming days. In the East, there are a few local deals up and running, but volumes are minimal.

**Organic Cucumbers:** Organic cucumber harvests are almost finished in Mainland Mexico and have moved to Baja where production is slowly increasing. Eastern supply is the same as organic squash- limited and in the hands of a few local deals.

**Organic Green Bells:** Bakersfield, CA continues to be the primary source for organic bells this week as we wait for other areas to get rolling. There's still really nothing available in the East, but we should begin to see bits and pieces come from the more southern areas over the next 7-10 days.

**Colored Bells:** Colored bell peppers are in a tight spot. Both Mexico and Canada's production are light this week as weather has created some near gaps in the production cycle.

**Mini Sweet Pepper:** Nogales is winding down quickly and there are lots of condition issues upon arrival. Baja is still 2-3 weeks away from any volume. Canadian crops have much nicer quality and expect to have steady to moderate volumes for the immediate future.

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Look for  
Transportation Facts  
on Page 2 this week!



## NEWS IN THE GROCERY TRADE

### Acosta Report: The Urban Shopper Differs Greatly from Others

By: Kristen Brissette, [www.theshelbyreport.com](http://www.theshelbyreport.com), June 20, 2019

Research released by Acosta, called The Urban Grocery Shopper, provides insights into the grocery shopping world of city dwellers, which varies significantly from that of suburbanites and those living in rural areas.

“For urban grocery shoppers, crowded stores are the norm so convenience is a major priority,” said Colin Stewart, SVP of business intelligence at Acosta. “City dwellers are more likely than suburban and rural shoppers to have groceries delivered, buy groceries at small neighborhood stores, pop into stores for pre-made offerings and dine out rather than make meals at home.”

The report includes a breakdown of the habits and preferences of urban shoppers.

#### Grocery delivery is vital

- Urban shoppers were 90 percent more likely than the average shopper to rank online ordering capabilities within the top three most important attributes for their grocery shopping experience.
- Nearly 60 percent of urban shoppers reported buying groceries online for mail delivery or door-to-door delivery, compared to less than 30 percent of suburban and rural shoppers. One-in-four urban shoppers reported ordering groceries online at least once a week.
- Fifty-six percent of urban shoppers reported using online retailers to buy bulky items, like paper towels and diapers, compared to 34 percent of suburban shoppers and 24 percent of rural shoppers.

#### Unique purchasing behaviors

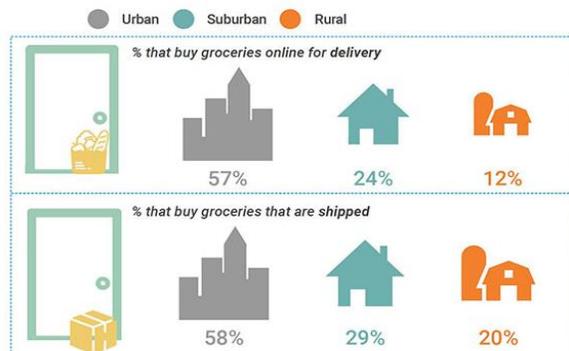
- Urban shoppers have less reliance on traditional grocery channels for key product groups.
- The majority of urban shoppers reported buying health and beauty, as well as paper products, somewhere other than mass merchandisers and traditional grocery stores.
- Urban shoppers were nearly two times more likely than suburban shoppers to buy condiments and frozen foods somewhere besides mass merchandisers and traditional grocery stores.
- Urban shoppers utilize grocery stores' perimeter offerings much more than suburban and rural shoppers, with 56 percent reporting they made a trip to the store specifically for prepared foods in the past six months.

#### Brick-and-mortar store shopping routines and challenges

- Compared to 34 percent of suburban shoppers and 20 percent of rural shoppers, 58 percent of urban shoppers reported they often stop for groceries on their way home from work or school to buy only what they need for that night or the next day.
- Fifty-seven percent of urban shoppers were more likely than the average shopper to rank easy-to-shop stores within their top three most important attributes for their grocery shopping experience. Compared to 51 percent of suburban shoppers and 44 percent of rural shoppers, 64 percent of urban shoppers reported feeling grocery stores were usually crowded and time spent at checkout was too long

The report was compiled using Acosta's U.S. Urban Shopper Survey from March 2019.

#### More than half of urban shoppers purchase groceries online



1 in 4



order groceries online at least once a week



#### TRANSPORTATION FACTS

\*The national diesel average dropped another \$.03 this week, moving from \$3.07 to \$3.04 per gallon.

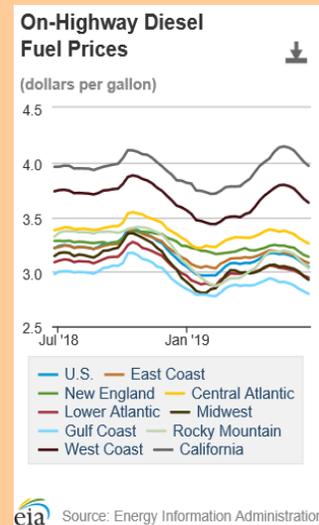
\* The average price for a gallon of diesel is \$.17 less than the same time last year.

\* Prices dropped in all reporting areas with the most significant decline coming from the Rocky Mountains (down \$.04).

\*California continues to have the highest diesel prices in the country at \$3.97 per gallon while the Gulf Coast is the low-price leader at \$2.80 per gallon.

\*The WTI Crude Oil price jumped 10.5% this week, moving from \$53.76 to \$59.38 per barrel.

\* Aside from a slight shortage in Nogales, transportation supply is adequate throughout the country this week.





## WE FOLLOW THE SUN! Lipman/Huron's Greenhouse Operations and Products

Lipman Family Farms proudly stakes claim to its rich history in open field farming of tomatoes and vegetables. However, we also see protected agriculture as a very important facet of the present and future of feeding North America. When we joined forces with Huron Produce, one of Canada's premiere protected agriculture companies, over a year ago, we created something special...a one-stop shop for your tomato and vegetable needs. Ask your Lipman/Huron sales contact how we can help simplify your purchasing processes and provide you with great products 24/7/365!

### HOTHOUSE COMMODITIES

#### CONVENTIONAL

- Tomatoes on the Vine
- Beefsteak Tomatoes
- Grape Tomatoes
- Medley Tomatoes
- Cherry Tomatoes
- English Cucumbers
- Mini Cucumbers
- Mini Sweet Peppers
- RYO Bell Peppers

#### ORGANIC

- Tomatoes on the Vine
- Beefsteak Tomatoes
- Grape Tomatoes
- English Cucumbers
- Mini Cucumbers
- Mini Sweet Peppers
- RYO Bell Peppers



#### Consumer Driven Sustainable Packaging



### LOCATIONS



- Exeter, Ontario
- Strathroy, Ontario
- Edinburg, Texas
- O'Neill, Nebraska
- Frederick, Colorado
- Brighton, Colorado
- Mexico

### PRODUCE BAROMETER

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



### JULY CALENDAR

- July All Month
- National Grilling Month
- July 3<sup>rd</sup>-9<sup>th</sup>
- Be Nice to New Jersey Week
- July 2<sup>nd</sup>
- Made in the USA Day
- July 3<sup>rd</sup>
- Eat Your Beans Day
- July 4<sup>th</sup>
- Independence Day
- National Barbecue Day

#### Beaufort, SC Weather

Fri	Sat	Sun	Mon	Tue
Jun 28	Jun 29	Jun 30	Jul 1	Jul 2
87° F	88° F	91° F	96° F	95° F
74° F	75° F	77° F	80° F	80° F
E 10 MPH	NE 8 MPH	W 8 MPH	W 6 MPH	SSW 7 MPH
Precip 10%	Precip 20%	Precip 20%	Precip 20%	Precip 30%

## RESTAURANT INDUSTRY NEWS

### Grubhub: Plant-Based Offerings Firmly Rooted in Center of American Plates [www.pizzamarketplace.com](http://www.pizzamarketplace.com), June 26, 2019

Online ordering and delivery platform, Grubhub, used data from more than 500,000 orders which it said take place "on an average day" through the service to provide a half-year report on trends this year. And the bottom line — for all those meat-eating nay-sayers out there — plant-based cuisine has taken root and vegan and vegetarian center-of-the-plate items are here from here on out.

Grubhub said in its news release about the "State of the Plate" report that vegan-friendly food order have increased an eye-popping 25% so far in 2019 — compared to the same January through May period last year — with orders for Impossible burgers that are spreading like, well, plants, up 82 percent in that period. The biggest vegan — as in individuals who choose to eat nothing derived from animals — strongholds for Grubhub orders were as follows: Los Angeles; Brooklyn, New York; Portland, Oregon; Las Vegas; Rochester, New York; Philadelphia, Pennsylvania; Detroit, Michigan; and San Diego, California.

To come up with that list Grubhub said it looked at factors like number of vegan restaurants on its platform, ratings, order volume and overall number of vegan items available in each city, compared to the rest of the country.

*What you like — meaty or otherwise — depends on where you are*

The company said its data digest relayed that what kinds of plant-based options people most prefer these days tends to depend a lot on where you are nationally, with the Midwest choosing that plant-based options first and foremost, like the famous Impossible burger, followed by cheese quesadillas and waffle fries.

Up in the Northeast corner of the nation, the big favorite was harvest bowls, followed by guay tiev pad see eiv and bagel and egg sandwiches. Down south, shrimp linguini alfredo took home the top prize, followed by baked potato soup and somewhat ironically, New England clam chowder.

Finally, out West, meat vanquished plants, with glazed baby back ribs in the top spot, followed by pork burritos and finally, : Impossible Burgers. To come up with those choices, Grubhub looked at top regional orders from Jan.1 to May 31, compared to last year's top picks in each region, to determine the top items on the move up.

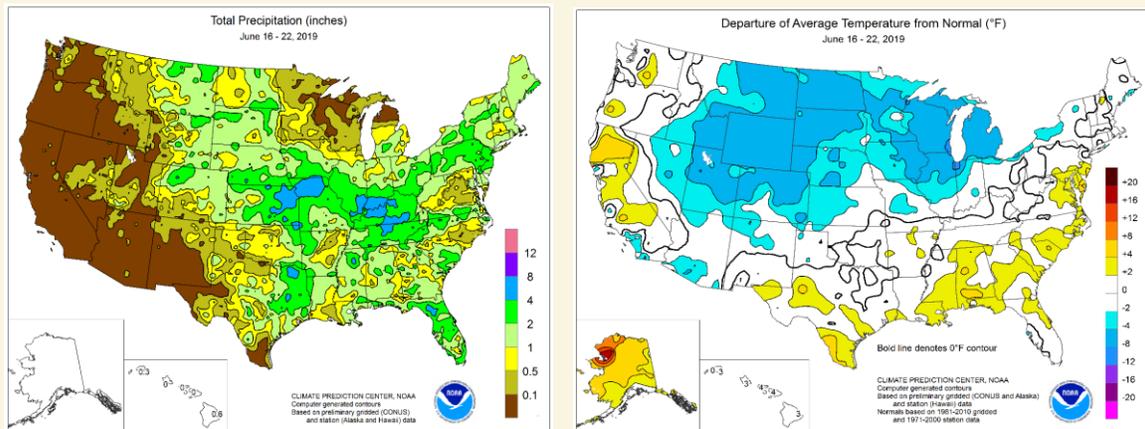
Lastly the company said it's modifying some of its top meal choices from its previously released 2018 "Year in Food" report to include more indulgent breakfast items with lots of sweet and salty combinations, like chicken and waffles and sausage egg and cheese biscuits, while desserts are leaning more toward the frozen delights, like brownie sundaes, cake batter frozen yogurt and doughnut ice cream sandwiches.

Grubhub now has more than 115,000 restaurant partners in more than 2,200 U.S. cities and London.

*Note: This article's content has been modified for space. To read the entire selection, please visit:*  
[www.pizzamarketplace.com](http://www.pizzamarketplace.com)

## NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



## KEEP YOUR EYE ON THE CONSUMER

### When Consumers Eat Continues to be in Flux

[www.csnews.com](http://www.csnews.com), June 24, 2019

What time consumers choose to eat has become as important as what and how they eat, according to Packaged Facts' new study, *Eating Trends: Mealtimes and Snacking*.

Mealtimes and dining patterns are increasingly shifting away from the three-meals-per-day schedule, especially as the trends of snacking between meals and eating multiple smaller meals per day continues.

Additionally, the importance of breakfast over lunch or dinner is in hot debate, according to the research firm.

"There's a surging fluidity and interchangeability to modern mealtimes," said David Sprinkle, research director for Packaged Facts. "The reality is U.S. adults are increasingly eating differently, if not necessary eating less."

In terms of the three main meals, a significantly higher number of adults consider breakfast to be the most important meal of the day compared to lunch or dinner, according to the report's survey data. Despite this, the percentage of those who consider breakfast to be the most important meal has declined since 2008 as lunch and dinner both gained more priority.

Packaged Facts also found that the percentage of adults who eat several smaller meals throughout the day increased slightly from 2008 to 2018. In particular, certain essential and increasingly influential demographic segments are more likely to eat multiple smaller meals throughout the day, including Hispanic, African-American and female consumers.

There is also a slight shift toward eating meals later. Between 2008 and 2018, there was a slight drop in the percentage of adults who eat breakfast before 9 a.m., lunch before 1 p.m. and dinner before 8 p.m. Gen Zers are among the most noteworthy diners who tend to eat in later dayparts, and Asian-Americans and millennial adults between ages 25 and 34 are disproportionately more likely to eat later in the evenings, results showed.

FRESH

# TOMATOES


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## MARK YOUR CALENDAR PACK YOUR BAGS!

**July 26-27, 2019**  
PMA Foodservice Conference & Expo  
Monterey Conference Center  
Monterey, CA  
[www.pma.com/events/foodservice](http://www.pma.com/events/foodservice)  
**Come see #TeamLipman at booth #1317!**

**October 13-15, 2019**  
Fast Casual Executive Summit  
JW Marriott Austin  
Austin, TX  
[www.fastcasualsummit.com](http://www.fastcasualsummit.com)

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