



MARKET UPDATE

Tomatoes: Although most Florida growers are working through the transition from southern crops to the Ruskin/ Palmetto area, supply is steady and adequate. Several growers are beginning with grapes in Palmetto/Ruskin this week and will follow up with romas, then rounds with all varieties going by the second week in April. In the meantime, they continue to harvest a little crown but mostly 2nds and 3rds from the remaining winter plantings in the southern part of the state. Quality is mostly good, but there are some scarring and shape issues to grade out of the 2nd and 3rd picks. Look for volumes to get strong over the next 2-3 weeks as all producers move into promising new Spring acreage.

Mature green and vine-ripe round tomato producers in Mainland Mexico and roma growers in West Mexico expect to have steady volumes through the month of April. With harvests coming from older and newer fields, quality can vary but good fruit is available. Grape tomato numbers remain solid, despite moving toward the seasonal decline in current growing areas.

Bell Peppers: South Florida's pepper numbers have improved as growers move into new blocks and continue to work older fields. All sizes are available, but there's more jumbo than XL fruit available as farms work crown picks for bigger pepper. Quality is nice and should continue to be barring any weather issues. Pepper availability in Mexico has been better this week, but sizing and quality are standing in the way of consistent sourcing. The majority of harvests are coming from older plantings in Sinaloa and these growers are struggling with size and uniformity. Newer crops from Sonora and growers who planted a later crop in Sinaloa are in crown picks but there is much less acreage of these new crops in production. With California farms reporting later than usual starts, the usual overlap of Mexico

and California crops looks to be several weeks shorter this year.

Cucumbers: This week's cucumber volumes have been solid out of Mexico, but there are less supers available than last week. Quality remains nice and we expect the same for the next few weeks. In the East, there are several producers rolling in good volumes with nice quality. Look for more of the same for at least the next few weeks.

Summer Squash: There's a lot of new crop squash this week, which has definitely helped with quality and volume in the East. South Florida, Homestead, and Plant City are all in the squash game. Despite recent concerns, Homestead farms are into new crops and quality has shaped up. In Mexico, there is still a handful of growers in the southern region with new crops which should go through most of the month of April. Growers in the Hermosillo area (northern region) are coming on with good volume which should continue for the next few weeks. Neither the East nor the West report any serious quality issues, although there always seems to be an occasional challenge with yellow squash.

Eggplant: Mild weather is keeping eggplant production short in Florida. With only light acreage in the current mix, expect more of the same for the next few weeks or until Plant City starts new crops. Mexico's eggplant supply will remain steady for at least the next 10-14 days. Although volume is plentiful, demand is strengthening as we move further into Lent season.

Green Beans: Although yields are down a little on current crops due to slight bloom drop, etc from previous weather, there's still more than enough product available in Florida to meet the needs of the East. Mainland Mexico's bean

numbers and quality are also strong. Supply may tighten up a little as Easter pulls take hold, but we don't foresee any major issues in the immediate future.

Chili Peppers: With all Mexican regions in production, good supply and quality are available on chili peppers. South Florida producers are bringing light to moderate volumes of jalapeno, poblano, Cubanelles and Hungarian wax peppers to the table. Look for more out of the Sunshine State in a few weeks when Plant City gets started.

Hard Squash: Mexico growers continue to work through the transition between winter and spring hard squash crops. As is the norm during this time frame, we are seeing some quality issues- scarring on spaghetti, misshapen butternut, and an excess of ground lay on acorn. This should begin to correct itself over the next 10-14 days as Sonora gets rolling with new harvests. There's no real change in the East- Honduran imports should continue for the next few weeks as we wait for spring crops to come online in Plant City.

Mini Sweet Peppers: Mini sweet production has dipped a bit this week, but there is adequate volume available to meet demand. Farms are reaching to meet orders and as a result, there's a good amount of greening on fruit that's crossing from Mexico.

Organic Squash: Organic squash production has been consistent in Mexico, bringing an adequate amount of product to market this week. However, previous cool weather during the growing cycle has affected sizing, particularly on zucchini. Since squash crops are worked through pretty quickly, we anticipate the sizing situation to improve in the next 7-10 days.

Organic Cucumbers: Production and quality are solid out of Mexico and should continue for the next few weeks.

ON THE HORIZON CONTENTS

Employee Spotlight- [page 3](#)
Keep Your Eye on the Consumer- [page 2](#)
April Calendar- [page 3](#)
Merchandising Minute- [page 4](#)

National Weather Spotlight- [page 4](#)
Produce Barometer-[page 3](#)
Pack Your Bags - [page 5](#)
Tech Talk- [page 5](#)
Transportation Facts- [page 2](#)

Look for
Transportation Facts
on Page 2 this week!



KEEP YOUR EYE ON THE CONSUMER

Why Restaurants Should Market to Latino Consumers

By: Nicole Duncan, www.qsrmagazine.com, March 2019

Between news headlines and political gridlock, Latino Americans have lately found themselves at the center of U.S. discourse. Putting aside contentious immigration debates, this growing population already accounts for a major portion of American industry—both as members of the workforce and as consumers.

Of course, lumping all Latinos into a single group can lead to overgeneralizations. Brands should take heed in their pursuit of this demographic, remembering that Mexico and Colombia may share a language, but the countries couldn't be more different in other aspects.

WHO ARE THEY?

In the U.S., Hispanic or Latino origin can refer to everything from nationality and lineage to country of birth, per the Census Bureau. This means that first- and second-generation Hispanic Americans are grouped with recently arrived immigrants. Stateside, certain nationalities are more prevalent than others. Mexican-Americans are far and away the largest group, numbering more than 35 million according to the Pew Research Center. The second and third most ubiquitous groups are Puerto Ricans and Salvadorans, at 5.4 million and 2.2 million, respectively.

Regardless of immigration, these numbers will grow, given the young age of most Latino Americans. Sixty percent are 35 years old or younger. For perspective, those percentages drop to 52 for black Americans, 48 for Asian-Americans, and just 41 for whites.

THE ULTIMATE FAST-CASUAL FANS

Going beyond numbers, Latinos represent a lucrative opportunity for restaurants, specifically limited-service operators. The Hartman Group found that Hispanic Americans are more likely to dine at fast casuals (50 percent) than non-Hispanics (45 percent). While that dynamic reverses for fast food, with a greater portion of non-Hispanics visiting those restaurants (62 percent), more than half the Latino population (59 percent) visit fast-food stores.

Like the general public, these consumers are more likely to indulge when they dine away from home. Per Hartman Group, 59 percent eat less healthy away from home compared to a mere 14 percent who eat healthier when dining out. Twenty-seven percent do not alter the healthfulness of their diet at restaurants.

FAMILY MATTERS

The importance of family cannot be overstated when it comes to the Latino population. In a 2016 study by market research and analytics firm RealityMine, Hispanic Americans varied from the general population in the company they kept when dining away from home, as well as preferred mealtimes.

Throughout dayparts, they are more likely to dine with family. For fast food specifically, the gap is most marked at lunch and dinner. During the former, about 45 percent of Latinos eat with family, compared with roughly 33 percent of the overall population. For dinner, it's about 68 percent and 57 percent, respectively.

Mintel research has shown that members of the Hispanic community are 23 percent more likely than the total U.S. population to be cooking enthusiasts. Nevertheless, a greater percentage of them (about a quarter) dine out Sundays—traditionally a day for at-home family meals—than the general population (roughly 18 percent).

WIN THEM OVER

-Create a family-friendly environment. Strong kids-meal options and a welcoming atmosphere can go a long way in attracting the enormous segment of young families.

-Get hyper local. A growing number of restaurants are specifying whether their cuisine hails from a certain nation rather than a broad region. Even within a single country, there can be a wide variety of dishes and cooking techniques.

For example, Oaxaca (often considered the culinary mecca of Mexico) serves very different specialties than Mexico City or even the Yucatán Peninsula.

-Do not misappropriate. You needn't be an expert in Latin American culture to bring such customers into your restaurant, but increasing social awareness and consideration have made the stereotypes that once dominated the portrayal of Hispanic Americans not only obsolete, but also, in some cases, offensive.

-Put things in context. While the Latino community maintains certain cultural traditions and values, its members are not as different from other Americans as some may suggest. What appeals to white or African-American millennials will probably resonate with young Hispanic Americans, too.

TRANSPORTATION FACTS



*The national diesel average inched up a penny this week, moving from \$3.07 to \$3.08 per gallon.

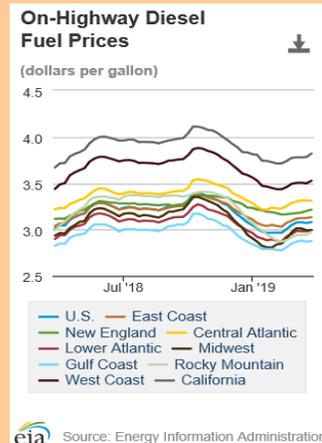
* The average price for a gallon of diesel is \$.07 higher than the same time last year.

* Prices rose in all reporting areas except the Central Atlantic where a gallon of diesel fuel held at \$3.31. The most notable increase came from California (\$.04 per gallon).

*California continues to have the highest diesel prices in the country at \$3.82 per gallon while the Gulf Coast is the low-price leader at \$2.88 per gallon.

*The WTI Crude Oil price rose 1.5% this week, moving from \$59.03 to \$59.94 per barrel.

*Trucks are available in adequate or surplus levels at all shipping points in the country this week.



PRODUCT SPOTLIGHT

Ask your Lipman/Huron sales connection about adding this great product to your mix!



THESE GRAPE TOMATOES ARE THE PERFECT ON-THE-GO SNACK FOR A BUSY FAMILY!

Get ready for a flavor explosion! Our delicious grape tomatoes are packed in a convenient ready-to-go container. Just the top and enjoy! Your taste buds will burst with excitement.



FLAVORFUL

These little bites are full in color and high in brix for a sweet juicy flavor.

CONVENIENT

Packed in a resealable top seal pack. Pull the top and enjoy!

INSPIRED BY NATURE

Greenhouse Grown Ripened by the sun.

PRODUCE BAROMETER

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



APRIL CALENDAR

- April All Month
- National Florida Tomato Month
- April 1st-7th
- Laugh at Work Week
- April 1st
- April Fool's Day
- April 2nd
- National Love Your Produce Manager Day
- April 5th
- National Deep Dish Pizza Day

Estero, FL Weather

Fri	Sat	Sun	Mon	Tue
Mar 29	Mar 30	Mar 31	Apr 1	Apr 2
81° F	83° F	83° F	80° F	80° F
62° F	65° F	66° F	66° F	58° F
NE 10 MPH	E 6 MPH	ESE 7 MPH	ENE 8 MPH	W 9 MPH
			Precip 20%	Precip 30%

MERCHANDISING MINUTE

Study: Freshness Has Many Faces

By: Russell Redman, www.supermarketnews.com, March 20, 2019

To shoppers buying fresh food, the picture in-store is worth a thousand words.

Visual merchandising cues connoting freshness can sway customers' perceptions about a product and, in turn, their purchasing decisions, according to findings released Tuesday from Culinary Visions' Fresh Perspectives Study.

Of 1,500 U.S. consumers polled by the Chicago-based food industry research firm, 76% said a fully stocked shelf or display case is key to assessing freshness.

Similarly, more than 90% of respondents deem a merchandising display's cleanliness as an indicator of freshness. Sixty-six percent of those surveyed consider a clean display case as extremely important in judging a food's freshness, while 28% see cleanliness as moderately important.

"Freshness is affected by a long list of different factors beyond the food itself," according to Sharon Olson, executive director of Culinary Visions, which specializes in food-focused insights and trends forecasting for consumers and food industry professionals. "These factors include packaging, store perceptions and service style."

Nine out of 10 consumers reported that they don't like clutter around a fresh food display. Of those shoppers, 49% said it's extremely important to have a clear and uncluttered shopping, dining or ordering space when buying fresh food, and 41% think that's only moderately important.

Along with the cleanliness and presentation of a service counter, salad bar or an action station in on-site foodservice operations, transparency plays a pivotal role in defining freshness, Culinary Visions noted.

Eighty-five percent of consumers polled believe transparent packaging is moderately important or extremely important when determining the freshness of food. Furthermore, 88% agreed that a label indicating when the food was prepared is a key influencing factor in gauging its degree of freshness.

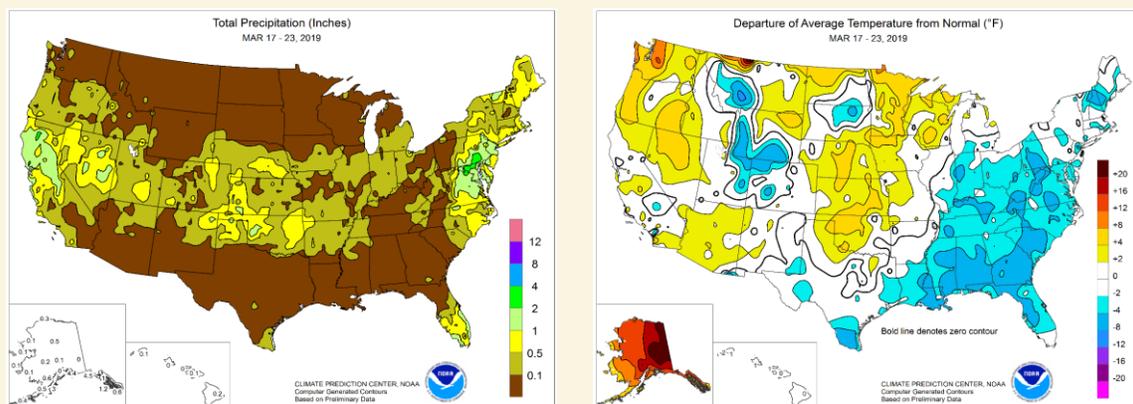
"Consumers gravitate towards fresh merchandising cues such as clean and fully stocked display cases. Uncluttered shopping, dining and ordering spaces are also important aspects to consumers' perceptions on freshness," Olson stated.

Still, Culinary Visions' study noted that looks aren't everything to consumers, who also rely on word-of-mouth and online comments. Eighty-eight percent of those surveyed consider a retail store's reputation important when buy fresh food. Meanwhile, 84% of respondents said a restaurant's reviews and ratings were important when making dining decisions to eat fresh foods.

The Culinary Visions Fresh Perspectives Study examined consumers' perceptions of freshness and purchasing habits in retail stores, delis and foodservice settings, covering such areas as merchandising, flavor preferences, customization and convenience.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



TECH TALK**Study: When Does Personalization Become Creepy?**By: Dan Berthiaume, www.chainstorage.com, March 22, 2019

A new survey of 1,000 consumers reveals the line between effective personalized marketing and creepy invasiveness.

According to "Privacy & Personalization," a study from multichannel behavioral marketing platform SmarterHQ, 74% of respondents say mobile push notifications are the most invasive channel because they view their phone as an everyday tool that's part of their personal space. Other leading creepy personalization tactics include website chat popups that use artificial intelligence (AI) to communicate, as well as advertisements featuring products or brands a consumer has looked at online or on their phone.

Marketers need to carefully consider what consumers consider creepy, as 63% of respondents say they would stop purchasing products and services from companies that take "creepy" marketing too far.

Consumer preferences for brand communication also show a reluctance to use smartphones as a means of receiving marketing offers. A leading 51% of consumers say email is the best way for a brand to communicate, with social media second in line (25%). However, only 9% of respondents prefer text-based brand communications, with even old-fashioned mail (10%) being slightly more popular. Unsurprisingly given its high association with creepiness, only 3% of consumers say mobile push is the best way for brands to communicate with them.

Survey results also show a high degree of consumer privacy concerns. Eighty-six percent of respondents are concerned about their data privacy, and 79% believe companies know too much about them.

Despite these misgivings, 90% of consumers are willing to provide behavioral data for a better shopping experience. And 72% of respondents only engage with messages tailored to their interests, meaning almost three-quarters of consumers expect some level of behavioral tracking from marketers.

Those who shop more often find personalization marketing tactics 25% more helpful, and millennials and Gen Z trust companies with their data 47% more than Baby Boomers and Gen X. Interestingly, owners of smart home devices (i.e. Amazon Alexa, Google Home) are 16% less protective of their data privacy and 12% more trusting of companies collecting and using their data.

The survey also asked what brands consumers trust to use their personal data responsibly. Amazon has earned the most trust by a landslide — 48% of consumers trust Amazon to use their data responsibly, with this sentiment strongest among millennials and Gen Z. Apple and Google, two other companies that engage in retail, are each trusted with personal data by 27% of respondents.

Social media companies rank last on the list at 6%. One major contributor to this low score is that half of survey respondents know someone who has had their social media account hacked.

FRESH
TOMATOES

the best of nature™

MARK YOUR CALENDAR
PACK YOUR BAGS!

April 6, 2019

Eastern Produce Council's Casino Night Gala
Westmount Country Club
Woodland Park, NJ
www.easternproducecouncil.com

April 25-27, 2019

Viva Fresh Expo
JW Marriott
San Antonio, TX
www.vivafreshexpo.com
Come see #TeamLipman at booth #64!

CREATED BY LIPMAN FOR OUR
VALUED CUSTOMERS



Learn more about us @
www.lipmanfamilyfarms.com
www.suntasticfresh.com

Follow us on social media






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