



MARKET UPDATE

Round Tomatoes: The Palmetto/Ruskin deal is coming to an end, with most growers having already finished or picking the last crowns this week. They'll continue with 2nd's and maybe 3rd's (as quality permits) into next week and then call it quits. Quality has mixed reviews as there's been a lot of heat, some rain, and the natural decline in quality as crops near the end of their run. Starting up this weekend, South Carolina will help to bridge the gap until Quincy/South Georgia comes into volume a few weeks behind schedule. The bulk of Quincy/ South GA production won't begin for another 7-14 days, but there are a few players who will start this weekend. In the West, it's mostly a vine-ripe deal. Mainland Mexico's volume and quality continue to decline, as they approach the end of the season. New crops are coming on in Eastern Mexico and Baja with sizing heavier to big fruit. The only mature green fruit is coming from the short-lived So Cal deal which should end about the time that northern California production gets going.

Roma Tomatoes: With the Ruskin/Palmetto area winding down its roma production next week, availability will be very light in the East for the next month or so. There are only a few deals in the Quincy area that plant romas and volume is traditionally on the light side. Eastern roma supply will be snug until regional deals start up around the 4th of July. In the West, roma numbers and quality are declining out of West Mexico as supply transitions to East Mexico and Baja.

Grape Tomatoes: Overall, grape tomato numbers are slacking in Florida as the heat, rain, etc. have taken a toll on later picks and older plants. Quality is mixed and packouts are generally low. Both South Carolina and Quincy should begin to harvest grapes over the next week or so, but numbers are expected to be light at the beginning of the crops. Western markets are looking to Baja for grape tomatoes now as the Mainland deal in Nogales is just about to end. Quality is much better on new crops from Baja.

Bell Peppers: There's plenty of pepper in Georgia this week. Quality has been nice with no significant issues. However, the current heat may show itself in yields and quality in the coming weeks as Georgia continues through the month of June. Eastern North Carolina is on tap to start in two weeks with numerous regional deals to follow shortly thereafter. In the West, Nogales is winding down with less #1 fruit available daily. The California desert is the place for quality and has good availability on larger sizes and choice. The in-between sizing is on the shy side though.

Cucumbers: Georgia's cucumber volumes have been strong but crops are starting to show some yield issues due to the heat. Quality has been pretty good, despite some reports of scarring and misshape on supers. New growing areas are coming up soon, with Eastern North Carolina starting Monday and a few other local deals on tap to begin late next week. In the West, Mainland Mexico will continue for another 2-3 weeks but quality is starting to show issues. Cucumbers look good upon arrival but have a short shelf life. Fortunately, more shippers have started out of Otay and production will continue to increase through June as more shippers start up. Quality has been strong out of Baja and we expect a consistent supply as we transition.

Summer Squash: There's less squash around in the East this week as Georgia has worked past its peak. There's still plenty available, just less. Quality has been hit or miss, with scarring on yellow, of course. We're approaching the time when squash regionalizes and is available from many Eastern areas. NJ, KY, VA, SC and NC have already started squash harvests in a light way and look to be joined by other states over the next few weeks. The better quality squash in the West is coming out of California growing areas where warmer weather should start to bring volume in the coming days. Nogales shippers are dropping off rapidly and farms are leaving fruit behind due to quality issues (mosaic, scuffing, etc).

Eggplant: Good-quality eggplant is very short this week as both the East and West work through transitions between growing areas. Plant City's eggplant crops are holding on, but acreage is low, plants are tired, and there's not much time left in their season. There are numerous reports of sunken/pitted areas and scarring. Georgia is just getting started and should bring a very welcome change to the market over the next 7-10 days. The situation is similar in the West: Mainland Mexico is still going but quality is poor. The California desert has been slow to start but should see better volume as temperatures rise.

Organic Squash: With Nogales down to only a few growers and minimal volumes (especially on zucchini), demand has shifted to newer growing areas in Baja and California that haven't hit their strides yet. Although both colors are tight, this is one of the few times there's more yellow available than zucchini. There are some quality issues on yellow squash from Baja, but no troubles are reported on zucchini. A few small local deals have started in the East (KY, SC, NC) with more to follow over the next few weeks.

Organic Cucumbers: Solid organic cucumber volumes are still available in Nogales and now Baja will be adding to the mix starting this weekend. Overall quality continues to be pretty good, but we may see issues as crops near the end of the season. In the East, there are very light volumes beginning to come from local programs.

Colored Bell Peppers: The colored bell situation has been a bit tricky this week. Mexico's production has slowed down and there's been greening on about 60% of the product that's crossing. With Canada's numbers on the light side due to a run of cloudy weather, supply has been shy this week, especially on yellow and orange. We anticipate better supply to come on as early as next week as weather conditions improve.

Tomato-on-the-Vine: Domestic and Canadian TOV volumes and quality are strong this week.

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NEWS IN THE GROCERY TRADE

Three Suggestions for Supermarket Strategy

By: Ashley Nickle, www.produceretailer.com, May 29, 2019

Retailers must respond to the trends of customization and personalization to keep up with the changes happening in grocery, according to consulting firm Brick Meets Click.

Supermarkets need to offer a selection of ways for consumers to shop for and buy their products, and in a new paper Brick Meets Click makes three recommendations on that topic.

First, companies should invest in the search capabilities of their websites.

Searches should produce accurate results, but consumers should also be able to search by product attribute. “To date, some retailers have been slow to add attributes because it hasn’t always been clear how they add value to the business, but leveraging product attributes is becoming essential for being a nimble competitor and satisfying shoppers’ needs,” Brick Meets Click wrote in the paper. “For example, grocers who can quickly identify where product sales are increasing faster than the category will be able move first with products trending ahead of the market — and therefore deliver a better customer experience that will capture more spending.”

Second, companies should offer pickup along with delivery.

Brick Meets Click found that about 25% of online grocery shoppers only use pickup, so supermarkets that only offer delivery are missing out on a significant chunk of the market. In addition, the firm projects that the role of pickup will continue to grow because it has several benefits for shoppers and stores.

Pickup costs less for everyone, triggers additional in-store purchases and allows stores to maintain their personal connections with consumers.

“Offering both services is the best way to reach and satisfy your omnichannel audience,” Brick Meets Click wrote. “Shoppers expect to be able to customize the way they shop so that it fits into their life — and this includes choosing the way they receive their online grocery orders.”

Third, companies should watch the evolution of smaller formats to see what trends in grocery are getting the most traction.

Brick Meets Click notes that retailers are using such stores to test out innovations that could be rolled out more broadly later.

“The successful small formats will be fundamentally different, built to be economically viable in serving specific trip missions, and they will leverage smarter technologies to deliver curated, localized assortment strategies to optimize sales per square foot,” the firm wrote. “This trend will only intensify as online grocery grows and stores can reduce their in-store assortment.”



TRANSPORTATION FACTS

*The national diesel average dipped \$.01 this week, moving from \$3.16 to \$3.15 per gallon.

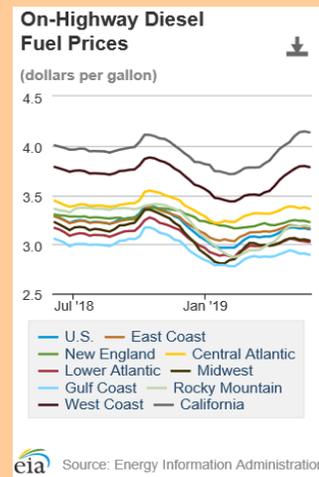
* The average price for a gallon of diesel is \$.01 less than the same time last year.

* Prices dropped from \$.010 to \$.015 per gallon in all reporting areas with the most significant decline coming from the Central Atlantic (down \$.015).

*California continues to have the highest diesel prices in the country at \$4.13 per gallon while the Gulf Coast is the low-price leader at \$2.89 per gallon.

*The WTI Crude Oil price fell significantly this week (down 6.6%). Pricing moved from \$62.99 to \$58.81 per barrel.

* Ship points in Eastern North Carolina are reporting a shortage of trucks, but the rest of the country has adequate or surplus levels of transportation available.





FRESH CUT FOCUS

Half Moon Cucumbers

Contributed By: Johnathan Maldonado, Processing/Innovation- Lipman Dallas

Lipman’s fresh cut product line provides you with the best of nature, cut fresh and packed for convenience.... year round. Our product-specific processing and patented packaging drives optimal shelf life – meaning you’ll receive only the best product, every time. And this produce not only tastes good... it helps customers save valuable time in the kitchen, and the convenient packaging also reduces the risk of foodborne illness, by decreasing the opportunity for cross-contamination.

Because our fresh cut products are so versatile in both foodservice and retail applications, we’d like to share some of our ideas on how they can be incorporated into your operation. This week, we’re featuring our half moon cucumbers!

For more information, please reach out to your usual Lipman contact or one of our fresh cut sales specialists: Chris Daulerio- East at 215.870.8956 or Brian Arbini- West at 209.402.5184.



Roasted Chicken Pita with Fresh Cucumber, Feta and Tomato



Italian Inspired Cucumber Salad with Fresh Mozzarella, Tomatoes, Onions and Avocado



Smash Avocado Tostadas with Tomato, and Cucumber Salsa with Cotija and Cilantro

Half Moon Cucumbers

Ingredients:

- Half Moon Cut Cucumber

Menu Applications:

- Mediterranean Inspired Pita Sandwiches with Cucumbers
- Fresh Mozzarella, Cucumber and Tomato Salad
- Twist on Salsa for a Refreshing Topping for Tostadas

Kit Versatility:

- Foodservice items
- Salad bars
- Behind the glass deli
- National accounts
- Kits sold for repack at store level



PRODUCE BAROMETER

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



JUNE CALENDAR

June All Month

National Fresh Fruit and Vegetable Month

June 2nd-8th

National Business Etiquette Week

June 1st

Say Something Nice Day

June 5th

National Ketchup Day

National Running Day

World Environment Day

Lake Park, GA Weather

Fri May 31	Sat Jun 1	Sun Jun 2	Mon Jun 3	Tue Jun 4
94° F	96° F	97° F	98° F	95° F
72° F	74° F	74° F	74° F	73° F
SW 11 MPH	WNW 11 MPH	WNW 8 MPH	NW 8 MPH	ENE 3 MPH
Precip 30%	Precip 20%			

RESTAURANT INDUSTRY NEWS

Why Fast Casuals Should Offer Snack-Packed Menus

By: Elliot Maras, www.fastcasual.com, May 23, 2019

Today's consumer no longer eats the standard three meals per day. Fewer than half (43%) of consumers in 2018, said they ate three meals a day with a few snacks between meals, compared to 53% who said so in 2016, according to Technomic. So foodservice providers who want to meet customer expectations have to recognize the growing consumer tendency to "graze" or snack. But before you overhaul your menu with chips, pretzels and other munchies, keep in mind that snacking no longer means what it did in the past.

While it's true that indulgence remains a strong driver for consumers who are spreading their consumption over more occasions throughout the day, other factors come into play, according to David Henkes, senior principal at Technomic, who delivered a presentation on snacking at the recent National Automatic Merchandising Association show at the Las Vegas Convention Center.

Snacking takes a new meaning

"Consumers are really changing their views of snacking," said Henkes, sourcing his company's 2018 Snacking Occasions Consumer Trends Report. "Snacking has become ingrained in the behaviors of most people. The numbers are pretty striking in the last two years." Nearly one-third (30%) of all consumers in 2018 said snacking between meals is part of a healthier diet. Consumers also no longer associate "craving" with being unhealthy, he said. People today associate "craving" with fresh, comfort or savory.

The 'hyper-choice' environment

Foodservice operators cannot afford to surrender consumer preferences to other food channels, given what Henkes called the "hyper-choice" foodservice environment. Today's consumers are sourcing snacks from food trucks, vending machines, micro markets, convenience stores, QSRs, food halls, pantry service, dollar stores, supermarket foodservice, e-commerce, delivery services and subscription services. "One of the most important trends we're seeing is this idea of hyper-choice," he said. There are now subscription services specifically for snacks, such as Naturebox, Grazed and Urthbox. Pantry service offered by convenience service operators is expanding especially fast, Henkes said, and micro markets are especially popular with younger consumers.

Convenience services sector steps forward

The convenience services industry has already targeted the snacking trend, he said. In its third annual "deep dive" of the convenience services industry, Technomic found that more convenience service operators are promoting "better for you" offerings over a recent two-year period. Eighty-eight percent of convenience service operators said they are promoting healthier beverages in 2016, up from 65% in 2014; the same portion were promoting healthier snacks in 2016, compared to 76% in 2014; and 69% were promoting healthier prepared foods, up from 55% in 2014.

Snacking definitions change

Definitions of snacking are changing among consumers of all ages, especially those 18 to 34 years old, Henkes said. A full third of the younger consumers said snacking now includes more types of food, compared to 22% of all consumers. Most consumers (64%) still define snacks based on the time of day snacks are consumed — during non-traditional meal hours. But the percentage is lower (55%) among younger consumers. About half (49%) of younger consumers define a snack by the type of item — items traditionally sold as snacks, while 44% of those in this age group define snacks by size — smaller portions. Nearly a third (32%) also said they usually skip or replace one meal per day with snacks, compared to 27% who did so in 2016. Since 2013, the number of snacks between meals rose from an average 2.3 to 2.8 in 2018.

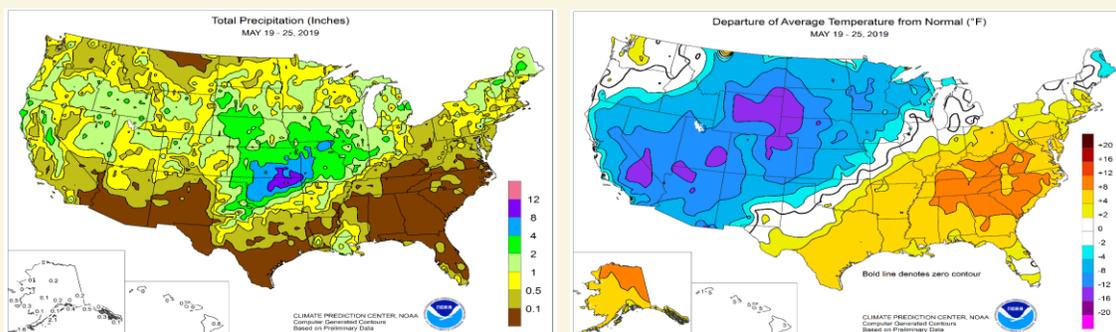
The meal that consumers are skipping the most is breakfast, as about a quarter (26%) eat breakfast, but 44% said they eat a snack as a second breakfast before going to work or school. Younger consumers skip breakfast more.

Consumers are still motivated mostly by flavor and taste, as 81% cited these as their main drivers, followed by freshness (63%) and satisfying hunger (63%). "Indulgence still drives a lot of the snack food occasions," Henkis said. Protein-enriched snacks have become popular, Henkes said, as have cannabis-enriched snacks.

Foodservice operators need to pay attention to the importance of snacking and how today's consumers define it in order to win their fair share of sales in a "hyper-choice" market.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



THE LOWDOWN ON FOOD SAFETY

From the Lipman Food Safety Team

Contributed by: Justin Rains, Food Safety and Quality Assurance Manager- Lipman Dallas

The United Nations has passed a resolution declaring June 7th “**World Food Safety Day**” every year. The aim is to raise awareness of the importance of food safety in order to protect consumer health. With this in mind, our Food Safety Team would like to share a few important rules and concepts you can put into action. Share them with your friends and family to keep everyone healthy and as safe from foodborne illness as possible during summertime gatherings.

- **Clean**—Wash hands and surfaces often.
 - If running water is not available, bring soap, paper towels, hand sanitizer or moist towelettes.
 - Rinse whole produce with cold clean water to remove any lingering dirt.
 - Cut away any damaged or bruised areas of whole produce.
- **Separate**—Separate raw meats from other foods.
 - Avoid cross contamination by using clean plates and utensils.
 - Utilize separate cutting surfaces and plates for produce (items consumed raw) and meat/poultry.
 - Don't place cooked food on a plate or surface that once held raw meat or poultry.
- **Chill**—Refrigerate food promptly.
 - Bring a couple of portable coolers – one for perishable foods and one for beverages– filled with ice.
 - Perishable items like raw meat/poultry or appetizers like fresh salsa, guacamole, fresh cut produce or salads should be kept at 40°F or below.
 - Don't keep leftovers at ambient temperatures for any longer than 2 hours before discarding. Only prepare what you plan to eat.

Happy Eating!

If you'd like to stay up to date on USDA FSIS notifications for recalls and food safety illness outbreak investigations of consumer goods, subscribe to their e-mailing list at the following URL: <https://www.fsis.usda.gov/wps/portal/fsis/programs-and-services/email-subscription-service>

FRESH

TOMATOES


the best of nature™

MARK YOUR CALENDAR
PACK YOUR BAGS!

June 10-12, 2019

United Fresh Convention & Expo
McCormick Place Convention Center
Chicago, IL
www.unitedfreshshow.org
Come see #TeamLipman at booth #2017!

June 23-25, 2019

FMI Legal, Regulatory & Compliance Conference
Belmond Charleston Place
Charleston, DC
www.fmi.org/events

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