



On The Horizon

MARKET UPDATE

Round Tomatoes: It's tomato transition time in the East as production moves from local deals back down to Florida for the fall/winter. Supply is expected to be on the light side through the end of the month as we work through the transition. VA is completely done, but there's still a little product in TN and NC where they could go 1-2 more weeks if the impending cold front doesn't end the season sooner. Most growers in Quincy are up and running, but overall yields are on the light side. (They had 13 days in a row of 100 degrees+ temps.) Lipman's Palmetto/Ruskin crop is still scheduled to begin the week of the 21st in a light way, with volume coming by the first of November. In the West, CA's volume has been steady this week but will taper off over the next 10-14 days as the 3 or 4 remaining growers finish up. Baja will continue to work existing fields for vine-ripenes until new acreage comes online later this month. Eastern Mexico (Jalisco, Torreon & San Luis Potosi) expects to pitch in moderate supplies through the fall season as well.

Roma Tomatoes: Roma availability is extremely light in the East- just a few pallets here and there in TN, NC, and Quincy. There may be a little more coming out of Quincy over the next week or so, but the Eastern roma situation will remain snug until Ruskin/Palmetto gets going in earnest (around Nov 1). In the meantime, Western supply is available out of CA for a few more weeks and in Mexico where more growers will break into fall acreage later this month.

Grape Tomatoes: Grape production is also light in the East. There are handfuls available from remaining local deals in NC and TN, a few in Quincy and even a few beginning in Palmetto/Ruskin. Look for volume to gradually pick up out of Ruskin over the next few weeks. As for the West, the long-awaited volume increases out of Baja have still not materialized as cooler weather has slowed things down. Look for volume to pick up in the San Luis Potosi area over the next few weeks to help improve availability.

Bell Peppers: Although NC, MI and NY still have a few remaining bells, the majority of Eastern production is located in SC and GA this week. Bigger pepper

is becoming a little snug due to heat on the new crops and the older crops playing out but supply continues to be adequate. Quality has been declining from older production areas, so most folks are looking to GA for the better quality fruit. FL should see its first pepper at the end of the month which will hopefully provide for a fairly smooth transition. Pepper supply is still solid in CA as there are several areas in production. Larger sizes are more prevalent and quality is still nice despite some occasional lots with bruising from starting harvests too early in the day. Mexico looks to be 2-3 weeks from starting up with bells.

Cucumbers: Baja's cucumber production has been extremely light due to cool weather and there will be less supply than usual to finish off the season. Quality remains strong. In Nogales, more shippers from the Sonora area are starting daily and there are more to come over the next 3 weeks. Early picks are light in color but should improve over the next few weeks. In the East, GA is building volume as more growers come to the table with nice product. We should see full availability next week. Looking forward, FL is scheduled to come online in a light way at the end of the month for its typically short Fall season. There are still a few cukes from NY and Eastern NC but this production will wrap up over the next week.

Summer Squash: With all the northern areas done for the season, the heat is on GA for Eastern squash. Volumes have been on the light side due to earlier heat but we should see the numbers improve over the next 7-10 days. GA's quality is pretty nice on the zucchini, but yellow squash has its typical scuffing/scarring problems. We could begin to see some product out of Plant City as early as late next week. In the West, Santa Maria is experiencing lighter supplies as they begin winding down for the season. Salinas and Fresno districts are on their way out as well. Fortunately, Mexico is coming on with volume from Baja's fall acreage and good production increases from Mainland Mexico as more growers get underway. Quality has improved nicely since the start of Nogales crossings with both colors looking good.

Green Beans: With regional/local programs wrapped up and GA's supply on the light side, green beans have tightened up quickly in the East. GA's new crops have been affected by heat with yields on early plantings down as much as 50%. With no additional weather issues, they should be back into more normal volumes in 2-3 weeks. There are beans available in VA where they expect to continue at least through this month. Beans continue to be very snug in the West. Coastal CA's production remains limited but is expected to go through October if weather permits. Baja supplies are currently on the light side as well. Look for the CA desert to begin in the next week or so and Mainland Mexico farms to come onboard by November 1st.

Hard Squash: There are a few hard squash coming from NC, VA and GA but the real Eastern volume is coming from growers in MI, NY, PA and KY. Quality is mostly good but there are some occasional issues with size and quality that can be cleaned up at the repack level. Spaghetti scarring seems to always a concern, but it's not a major problem at this point. CA hard squash numbers have been steady with nice quality and a variety of sizing options. Although Mexico is still a month away from major production, there is a little butternut that is making its way into the US.

Organic Squash: With Baja in consistent volumes and Nogales shippers picking up the pace, organic squash is available in reasonably good supply in the West this week. There's also light supply available in GA and SC to help out with Eastern demand.

Organic Cucumbers: The organic cucumber deal is similar to squash- more shippers are starting in Nogales and there's light to moderate volumes coming out of Baja. Limited numbers are also coming from a few shippers in the East.

Organic Green Bells: CA's organic bell numbers are lightening up as they near the season's end. The NW had been going strong, but cold weather will bring production to an end sooner rather than later. Fortunately, there is some product coming in from Mexico now with volume increases expected later in the month. There are also some organic bells in the East, primarily in GA & SC.

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Please Note: On the Horizon will NOT be published next week due to the PMA Fresh Summit in Anaheim. We'll return the following week on October 25th.

MERCHANDISING MINUTE

How Not to Sell Produce

By: Armand Lobato, www.produceretailer.com, September 26, 2019

There are actually people in our business who would rather not sell produce.

Hard to believe? Just this past week I stopped in the United Airlines lounge for a little pre-flight Armand fuel.

On the food spread were two bowls of fruit. One heaping pile of aging, dried-out valencia oranges. In the other bowl were small red delicious apples, individually wrapped in plastic so thick you could barely even tell what they were.

No one was helping themselves to either offering.

I recognized this from other trips. It's a classic example of servers not needing to continually fill the bowls. The mindset is, if the stock level doesn't go down, it doesn't have to be replenished. It's a great way not to move fresh produce.

Once again, I shift this to things I've seen in retail. If you let clerks decide, for example, what item to sample (knowing that the sample trays have to be regularly re-filled) they might make the curious decision to sample chunks of hard, unripe persimmons.

It's a different produce item than the airport lounge, but the same result. Trays remain full, and it's one less thing the clerks have to do.

After all, if the sample tray was filled with a seasonal, ripe and flavorful item adjacent to the corresponding ad item that you're trying to actually sell, not only would the sample tray need refilling, but the ad display would need more frequent stockings too.

What? We're here to promote and sell more produce? Yeah, imagine.

Servers in the lounge and clerks in retail sometimes take the easy way out. In both examples this is a clear lack of management oversight. If you let clerks make critical decisions you can rest assured what they decide upon will work in their favor, not yours. And certainly not in the best interest of the organization.

Imagine if the lounge offering was perfectly ripe single bananas and vibrant, easy-peel tangerines. Imagine an on-the-ball produce manager making darn sure that clerks spend some time talking up the produce and doing everything to keep the volume moving.

Also, a good produce manager will notice when something stops selling. Take a closer look at the display — does it need a good straightening? Is the sign missing or the price incorrect? If the whole display is fine but there's a single moldy piece of fruit in the center, you can bet that will kill sales.

Your clerks may or may not be nearly as excited as you to move lots of fresh produce. But it's your job as a produce manager to generate the excitement.

Selling produce is tough. It's easier if your people get into the game.



TRANSPORTATION FACTS

*The national diesel average fell almost \$.02 this week, moving from \$3.07 to \$3.05 per gallon.

* The average price for a gallon of diesel is \$.34 less than the same time last year.

* All areas except California reported price declines ranging from \$.01 to \$.03 per gallon. The sharpest drop was in the Lower Atlantic region.

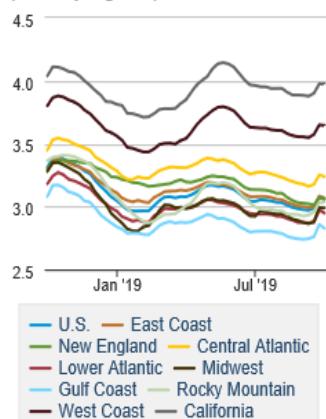
*As usual, California's price tops the charts at \$3.98 per gallon while the Gulf Coast remains the low-price leader at \$2.80 per gallon.

*The WTI Crude Oil held steady this week, moving only slightly from \$52.64 to \$52.59 per barrel.

* Other than a slight shortage in eastern North Carolina, truck availability is adequate throughout the country.

On-Highway Diesel Fuel Prices

(dollars per gallon)



 Source: Energy Information Administration



FRESH CUT FOCUS

Festive Ideas from the Cauldron

Contributed By: Johnathan Maldonado, Manager of Innovation/Product Development- Lipman Dallas, TX

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.

We're having a little fun this month as we look at some spooky ways to spice up your menus with our fresh-cut products. For more information, please reach out to your usual Lipman contact or one of our fresh cut specialists: Johnathan Maldonado at 214.907.0695, Chris Daulerio- East at 215.870.8956 or Brian Arbini-West at 209.402.5184.

Spooky, Spice, & Everything Nice
Festive Appetizers



Jalapeno Boat Poppers with crescent roll dough and Monterey Jack cream cheese



Pico de Gallo with halved cherry tomatoes, diced red bell peppers, onions, and jalapenos with spooky salted tortilla chips



Grape Tomato Caprese Eyeball Bites with fresh mozzarella, olive, and basil



Pumpkin Party Platter: Queso "brains" and guacamole with diced tomato, onion, and jalapeno

LIPMAN INGREDIENTS:

- Diced Jalapeno, Diced Tomato, Diced Onion
- Pico de Gallo Mix
- Halved Jalapeno
- Halved Grape Tomato



MENU APPLICATIONS:

- Easy and creative family-friendly appetizers and starters for festive, holiday parties and events
- Adds nice, fresh ingredients to dips

KIT VERSATILITY:

- Foodservice items
- Behind the glass deli
- National accounts

PRODUCE BAROMETER

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



OCTOBER CALENDAR

All Month

National Chili Month

October 14th-18

National School Lunch Week

October 12th

National Farmers Day

October 16th

World Food Day

Boss's Day

October 17th

Get to Know Your Customers Day

Quincy, FL Weather

Sat Oct 12	Sun Oct 13	Mon Oct 14	Tue Oct 15	Wed Oct 16
89°F 67°F	89°F 68°F	90°F 69°F	90°F 69°F	86°F 59°F
SE 2 MPH	NNE 2 MPH	NNE 2 MPH	E 3 MPH	W 7 MPH
Precip 40%				Precip 30%

RESTAURANT INDUSTRY NEWS

3 Ways Tech Can Take Your Summer Menu into Fall

By: Chris Adams, www.fastcasual.com, October 3, 2019

Leaves aren't the only things that change with the season. When it comes to menu preferences, customers tend to experience different cravings and tastes depending on the weather outside. With the start of fall and cooler temperatures, restaurant menus need to say goodbye to watermelon and other warm weather delicacies and embrace the all-encompassing taste for pumpkin spice everything. This menu shift doesn't have to be complicated now that restaurants are able to lean on technology tools to streamline the process.

1. Let tech do the dirty work

Many restaurant owners keep a track of their inventory and customer preferences manually, but the process is usually time-consuming and can be subject to human error. Food costs account for 30 percent of a restaurant spending, which means that profitability depends on visibility — enter the restaurant POS system — into what you're buying, what's on the shelves and what you're selling. Menu management tools provide real-time, accurate insight into all pricing and inventory needs across the business, ensuring the restaurant's structure and standards are maintained in a relentlessly fast-paced industry.

2. Make menu management fun

Menu management tools are especially helpful when employees take inventory of food items needed for seasonal menu changes. If managers or their employees are having to physically go into pantries or freezers to check inventory levels, that's hours of time every week that is being lost. Inventory management minimizes the amount of manual effort involved in monitoring stock, allowing restaurant staff to prepare menu changes well ahead of seasonal changes.

Most importantly, seasonal recipe planning should be a fun and not time-consuming process. This additional free time can allow restaurant managers and employees to dedicate time toward thinking of and sampling creative new recipes and starting seasonal trends.

3. Get the data

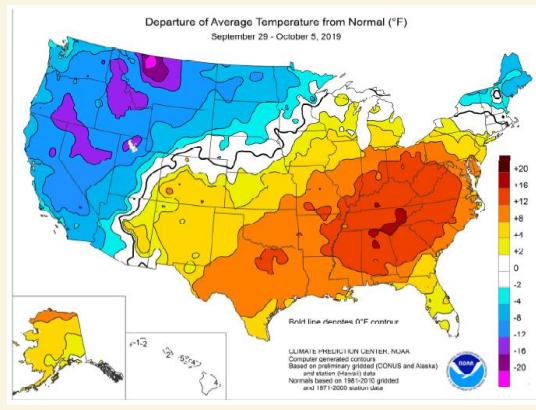
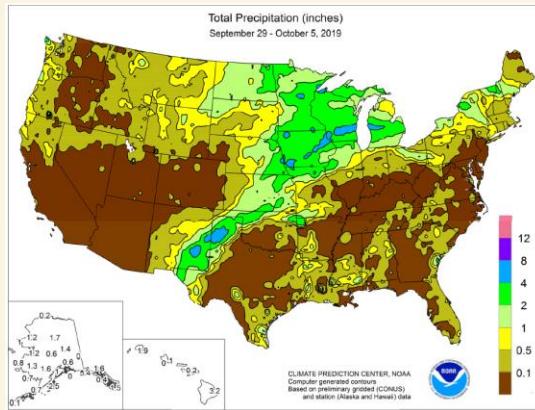
Cloud technology allows access to data from the previous years' seasonal purchases, offering restaurant managers a more accurate view of which items they need to be ordering for each new season. Additionally, the data is able to identify the most popular items in any given period, allowing the restaurant to adjust their menu and purchasing accordingly. Restaurant managers who implement restaurant POS analytics technology over a series of years have the ability to identify long-term trends to better project forecasting ahead of each season as well.

Data from menu management tools also help restaurants make changes in real-time. For example, if data from an initial purchase of previous fall favorite isn't resonating with customers, real-time purchase data will allow restaurant managers to shift purchasing decisions to items that are resonating more with their customers, better satisfying demand. This real-time data can similarly assist service staff when answering customer inquiries about what seasonal items are most popular, relying on accurate numbers versus hearsay or memory.

Customers are more demanding and expect restaurants to nimbly shift their menus to their tastes, specifically as it relates to the seasons. With restaurants under more scrutiny than ever before to deliver on these expectations, technology offers the solutions needed to drive menu modifications and ensure customer preferences are accurately represented.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



*Welcome to
our table...*

See why "family" is in our name

Come meet us at
PMA Fresh Summit
booth 2854

October 18-19
Anaheim, CA

LIPMAN
family farms™

FRESH TOMATOES  *the best
of nature*™

MARK YOUR CALENDAR & PACK YOUR BAGS!

October 17-19, 2019
PMA Fresh Summit Convention & Expo
Anaheim Convention Center
Anaheim, CA
www.pma.com/events/freshsummit
Lipman will be there! Come see us at booth 2854!

November 5-6, 2019
Restaurant Innovation Summit 2019
The Tenk
Cleveland, OH
www.restaurant.org/events

CREATED BY LIPMAN FOR OUR
VALUED CUSTOMERS

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Questions or comments about the newsletter?
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