



MARKET UPDATE

Round Tomatoes: With the fall tomato transition well underway in the East, round volumes are light this week. VA farms will continue to harvest some 2nd's and 3rd's into next week, but will wrap up by Wednesday. Local deals in TN and NC are definitely in the last few weeks of their season. Heat has taken its toll on yields and sizing is working its way down. So far, there's only one player in the Quincy area but look for others to come along over the next week. The overall expectation is for lighter than normal volumes from this transition area, especially early, due to high heat during fruit set and some effect of reduced acreage. Depending on weather, this deal should run 2-3 weeks. The first harvests in Palmetto/Ruskin are projected to start during the week of the 21st. Western tomato production is also in transition. CA crops are beginning to wind down with a few growers finishing up next week. Fruit will be available for another 2-3 weeks, which is when Baja and Eastern Mexico's should be seeing increased volumes from fall acreage.

Roma Tomatoes: Roma supply is very limited in the East as most of the local deals in TN and NC are in the final rows and down to pallet quantities. Look to see a few out of Quincy over the next few weeks, but most Quincy acreage is focused on rounds. Ruskin/Palmetto will provide a good shot of product when it gets going toward the end of October. 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 as we go through the month.

Grape Tomatoes: There are still a few remaining grapes from local deals in NC and TN, but availability is hit or miss and in pallet quantities. There are light volumes in AL and a few from Quincy as well, but nothing to write home about. Lipman will finish up in VA mid next week, but has already started grapes in Ruskin/Palmetto. As normal on grapes, early picks are on the big side. There have been a few concerns at the repack level, but that should clean up as we move further into the crop. Mexico's grape production is expected to increase this month as Baja growers move into new blocks and more production comes online in Central Mexico.

Bell Peppers: There's still several areas shipping bells in the East and availability continues to be strong, but that is showing signs of change as transition is in the air. MI still has product but many are shying away from it because quality has diminished. There's also some local pepper in KY, NJ, NY, NC and VA but each of these areas is winding down. TN is already done for the season. Newer crops in SC are pumping out good numbers and should go into November, weather permitting. GA growers have started in a light way and will serve as the transition ground until FL crops begin at the end of Oct/ first part of Nov. Quality reports are mixed with some very nice fruit and others with some trouble spots. Western pepper production is still rocking along with multiple areas in CA offering good supply.

Cucumbers: Cucumber crops are slowing down in northern states (NY, NJ, MI) but there should be product available for another 7-10 days. Eastern NC has continued with strong volumes, in part, due to heat pushing crops along. They're now expecting to finish next week, which is 7-10 days earlier than expected. Quality has been good, but not perfect. GA's earliest harvests have had a few quality concerns, no doubt due to heat. There's been a little bit of shrivel and sunken ends on the first lots our facilities have received from this area. Look for this to improve as the weather is expected to cool down...eventually. FL crops are slated to begin at the end of October, so the East will be looking for GA and the remaining local deals to cover until then. In the West, Baja volume has slowed down due to cool weather but quality remains strong. Some late season growers didn't go in with a late planting so there won't be as much volume out of Baja at the end of the month. Mainland Mexico started 10 days earlier than usual and more growers are expected to start within the next week. Cucs are light in color but condition is strong. There should be plenty of supply to cover the transition.

Summer Squash: With MI, NY and NJ done for all practical purposes, squash is a little lighter in the East this week. There's ample volume, just not an oversupply. There aren't many local deals remaining, but there is some in

VA, KY, and Eastern NC. GA's early volume has been on the light side, but we look to see more volume coming online over the next week or so. Quality has been good with no serious issues. Western squash is beginning to transition from CA to a Mexican deal. Baja is now into fall acreage and the Mainland has begun in a light way.

Organic Squash: With the NW out of the picture and CA in the short rows, most of the country's organic squash is coming out of Mexico now. Baja has good numbers on zucchini and light to moderate volume on yellow squash. There are also a few growers bringing fruit to Nogales in a light way. Most local deals in the East have come to an end but there is product available in both GA and SC.

Organic Cucumbers: Overall, Baja's volume is down as most growers are winding down. However, we just started a new block of organic cucs and should have product there for a few weeks. As with squash, there are a few growers beginning to bring product into Nogales. Eastern supply is currently limited to SC and GA where volumes are generally light.

Organic Green Bells: CA's numbers on organic bells are lightening up as they near the season's end. The NW had been going strong, but cold weather has moved in which 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 some organic bells in the East, primarily in GA, SC, with a few remaining in NY and KY.

Colored Bell Peppers: Both Mexico and Canada have solid numbers of colored bells this week. However, Canada will begin to size down and have less fruit available as we move toward the end of the month.

Mini Sweet Peppers: Baja's production remains lighter but we anticipate an increase sometime this month. Weather in Eastern WA got colder over the weekend and that will end the season sooner than originally thought. CA production has been steady so far this week but will decrease as farms move into 2nd picks.

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NEWS IN THE GROCERY TRADE

Study: Gen Z Influences Parents' Spending More than Other Generations

By: Ashley Nickle, www.thepacker.com, October 1, 2019

Nine in 10 parents say their children influence at least some aspect of their purchases, the National Retail Federation found in a recent survey of nearly 3,000 adults.

NRF conducted the survey this spring to explore the effects of Gen Z — consumers born 1995 or later — on household spending in the U.S. That research found that 48% of purchases specifically for the child are influenced by Gen Z members and 36% of purchases for the household are influenced by Gen Z members, according to NRF's new Consumer View report.

Eighty-eight percent of parents said food is a category in which children either spend their own money or influence their parents' purchases. Eighty-seven percent said the same for dining out.

More than 80% of those surveyed said they involve their children in purchases more than their own parents did, according to the report.

"We're seeing a shift in the way families shop where children are much more involved with purchasing decisions," NRF vice president for research development and industry analysis Mark Mathews said in a news release. "This year during back-to-school shopping, teens and pre-teens were heavily involved with purchasing decisions and contributed significantly more of their own funds compared with a decade ago."

NRF cited three reasons that parents consult their kids: the children will be using the item (57%), the children's opinion matters to them (57%), and parents want to teach their children how to make decisions (56%).

Parents surveyed said children influence which brands they consider (52%), which product features are deemed important (48%) and which retailers are considered (41%).

Kids are usually most involved during the research portion of a purchase, whether looking at a product with a parent in-store (69%) or online (67%), watching commercials (60%), adding items to a wish list or shopping cart (56%), reading or watching product reviews (54%) or browsing a catalog (52%).

"Shopping is a great way for parents to bond with their children, and parents want retailers to make it even easier to involve their children," Mathews said in the release. "As the industry continues to evolve, retailers have a huge opportunity to expand all-inclusive family shopping."



TRANSPORTATION FACTS

*The national diesel average fell \$.015 this week, moving from \$3.08 to \$3.07 per gallon.

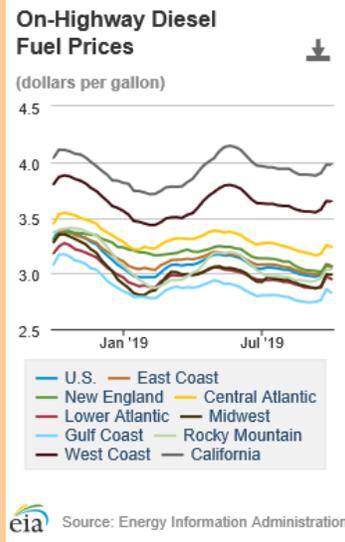
* The average price for a gallon of diesel is \$.25 less than the same time last year.

* All areas except California reported price declines ranging from \$.001 to \$.03 per gallon. The sharpest drop was in the Gulf Coast region.

*As usual, California's price tops the charts at \$3.98 per gallon while the Gulf Coast remains the low-price leader at \$2.83 per gallon.

*The WTI Crude Oil dropped significantly (8.1%) since last week, moving from \$57.29 to \$52.64 per barrel.

* Transportation remains readily available throughout the country this week. The only exception is Idaho where trucks are coming up slightly short.





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.

Let’s have a little fun this month and 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.

Creativity is the Driver

Having a creative menu of ingredients and items is key for a thriving restaurant or QSR. Visuals are the powerhouses of modern society. With access to favorite food spots at the click of a button, visually appealing food photos are a large part of the decision-making process for online and social media users.

Eye-catching recipe photos with a mix of flavor, color, and style are great and fairly simple contributions to your social media accounts, Yelp review pages, and overall marketing presence.

Use these recipes to inspire you to get creative this holiday season -we are here to help with all your fresh-cut vegetable needs!

We offer:

- ✓ Fresh-Cut Jalapeno
- ✓ Fresh-Cut Pico de Gallo Mix
- ✓ Fresh-Cut Halved Grape Tomatoes
- ✓ Diced and Sliced Onion, Pepper, Tomatoes
- ✓ And More!

Ask your sales representative about our different pack sizes and current prices

PRODUCE BAROMETER

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



OCTOBER CALENDAR

- All Month
- Vegetarian Month
- National Tomato Month
- October 7th-11th**
- National Health Care Food Service Week
- October 5th**
- Do Something Nice Day
- October 9th**
- National Pizza & Beer Day
- National Hoagie Day

Quincy, FL Weather

Sat	Sun	Mon	Tue	Wed
Oct 5	Oct 6	Oct 7	Oct 8	Oct 9
94° F	90° F	90° F	86° F	84° F
72° F	70° F	69° F	65° F	68° F
E 7 MPH	E 7 MPH	NE 5 MPH	NNE 6 MPH	ENE 7 MPH
	Precip 30%	Precip 30%	Precip 20%	Precip 20%

RESTAURANT INDUSTRY NEWS

Off-Premise Orders Reach About 60% of Foodservice Occasions

By: Ron Rugless, www.nrn.com, October 2, 2019

Off-premise orders continue to nibble into overall restaurant sales with those transactions now making up nearly 60% of foodservice occasions, according to new survey results from the National Restaurant Association. Foodservice drive-thru, takeout and delivery are growing "as consumer lifestyles are continuously driven by the convenience and speed of online and app-based ordering in other industries," the Washington, D.C.-based trade group said in releasing its new "Harnessing Technology to Drive Off-Premises Sales" survey.

"We are seeing the industry change and adapt faster than ever before in response to the macro-environmental factors driving consumer behavior," said Hudson Riehle, the NRA's senior vice president for research and knowledge, in a statement.

The off-premise percentage also includes freshly prepared items taken off-premise at grocery and convenience stores, the group said. "In today's on-demand world, off-premises capabilities are more important than ever to keep restaurants aligned with the wants and needs of its customers," Riehle said.

The survey found customers were most receptive to consumer-facing technologies such as drive-thru enhancements, order accuracy tracking and frictionless mobile ordering. Key areas of growth include:

92% of consumers used drive-thru at least once a month.

34% of consumers used delivery more often than a year ago.

79% of consumers used restaurant delivery at least once a month, and 53% of consumers used a third-party delivery provider.

The study noted that all of those percentages were higher among 18- to 34-year-olds than with those consumers aged 35 and older.

Part of the survey polled restaurant operators and found:

78% of restaurant operators considered off-premises programs a strategic priority.

74% of companies were investing in off-premises programs but none of the Top 5 investments include customer-facing technology.

For takeout, 52% of operators said they had remodeled their facility to add off-premise services, including in-store kiosks, to-go counters or other similar features.

66% of operators offered delivery through a third-party service and 55% offered delivery through internal staff.

Technology was becoming more commonplace in off-premise sales.

22% of consumers used kiosk ordering last year, and 11% used voice-assisted ordering.

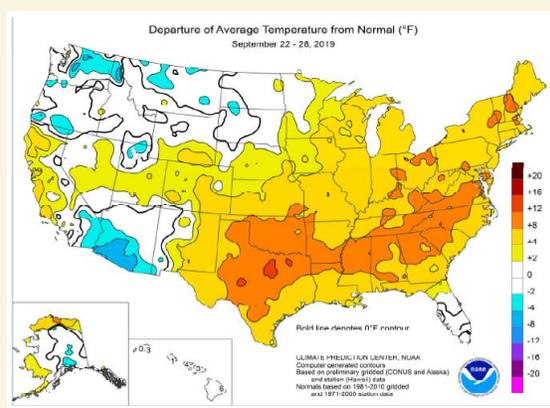
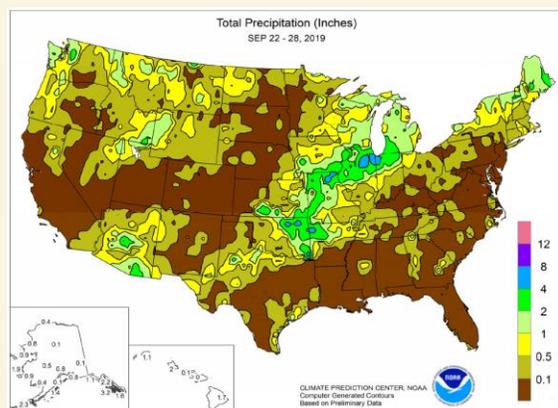
69% of consumers would use vehicles, if available, with built-in heating trays to keep food warm and 41% would use autonomous delivery.

44% of restaurant operators who offered voice ordering, and 50% who offered location intelligence to target new customers based on their position, said it had a positive impact on their business.

The survey, in collaboration with Technomic Inc., was conducted online in April with two groups: a nationally representative sample of foodservice consumers who order delivery, takeout or drive-thru at least once every two to three months, and a national sample of 400 restaurant operators (170 limited-service and 230 full-service) who offer delivery, takeout or drive-thru.

NATIONAL WEATHER SPOTLIGHT

Last Week's Precipitation Totals and Average Temperature Deviations



KEEP YOUR EYE ON THE CONSUMER

Survey: Social Media Affects Less than Half of Consumers

By: Dan Berthiaume, www.chainstoreage.com, September 26 2019

Social influencers in particular are failing to resonate with many shoppers.

According to the new Connected Consumer Index, a global survey of 5,000 consumers from marketing automation company Selligent, only 41% of respondents said at least one purchasing decision within the last six months had been influenced by social media ads. Thirty-six percent said they actually purchased something via an ad on social media.

Results also cast some doubt about how much impact social influencers really have on consumer behavior. One-third (34%) of respondents can't tell if a social influencer post is a paid/promoted ad; 36% of respondents hate when people promote things on social media, and 7% have never heard of a social media influencer before.

Furthermore, four in 10 (41%) respondents have reduced their use of social media due to privacy concerns. Of that population, 40% have quit Facebook; 17% Twitter; 17% Instagram, and 15% SnapChat within the last 12 months. More men than women have backed away from social - 44% vs 37%, respectively.

Consumer privacy concerns also extend to voice-enabled assistants (such as Alexa, Siri, or Google Home). Roughly half (51%) of respondents are worried that their voice-enabled assistants are listening to them without consent/knowledge. This includes 58% of Gen Z respondents, 57% of millennials, 47% of Gen X, and 36% of baby boomers.

Slightly less than half (47%) of respondents find voice-powered ad targeting nice/helpful when they're served up ads based on what they've asked their digital assistants, 52% of people, however, find it "creepy." Two-thirds (65%) of baby boomers find this type of ad targeting creepy. In addition, 69% of respondents find it creepy when they receive ads based on what they've said in conversations without prompting their voice assistant.

Other notable results include:

- Half of respondents (51%) are willing to share some personal details if that means getting a more personalized experience.
- 96% of respondents expect a brand to respond within 24 hours of flagging an issue, and 90% expect that resolution to come within the same timeframe.
- However, 40% of respondents say they contact customer service to ask a question about a service or product, 26% to complain, and 21% for returns. Only 4% report they go online to publicly complain via social media when they have an on-going, unresolved issue.
- 54% of respondents will only tolerate two to three negative experiences before they abandon a brand altogether, while 22% will abandon a brand after only one bad experience.

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!

January 9-12, 2020
Southeast Regional Fruit & Vegetable Conference
Savannah International Trade & Convention Center
Savannah, GA
www.seregionalconference.org

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