



**MARKET UPDATE**

**Round Tomatoes:** Eastern round numbers are up just a tad this week but remain light overall. NC and TN farms have seen a small increase as weather has become more favorable. VA farms are past the production peak and moving into final plantings for the season. Crown picks will be finished late next week but harvests will continue into October. Quality has improved and there's a good mix of sizes available. In the West, CA acreage and yields are beginning to wane but quality has improved with cooler temperatures. The more northern growers have been on the larger end of sizing, while the farms further south are seeing a smaller size profile. Baja and Eastern Mexico vine-ripe production is expected to increase over the next few weeks as more growers move into new Fall plantings.

**Roma Tomatoes:** There are a few more romas around in the East this week as the NC and TN mountains have enjoyed improved growing conditions for the past few weeks. Eastern supply will remain light as there aren't any major new production areas expected to come online until FL is back in action in late October/early November. In the West, romas are available in CA, Baja and Eastern Mexico. CA's production has been fairly consistent, although yields and acreage will lighten up from here on out. Both Mexican areas are a few weeks from new acreage and increased volume but have been on the light side as farms work through transitions and recent rains.

**Grape Tomatoes:** Grape tomato availability has been temporarily/ slightly up in the East this week. Although our VA farms are moving toward lighter numbers in the latter part of the season, one grower stripped the plants ahead of the recent storm, bringing a blast of fruit to market. VA's quality has been good and has improved some after moving past rain-affected picks. TN and NC farms will continue with light numbers and spotty availability until first frost, which is about the time we'll see FL really kick in. In the West, Baja's numbers are still on the light side, but stronger numbers are expected next month.

**Bell Peppers:** No major change in the bell pepper situation - there's plenty of product throughout the country. Although a few of the local Eastern deals have started to slow down, MI, SC, NY and NC still have good numbers of fruit coming off. GA will also add to the mix as they start in a light way next week. Barring any major weather events, availability should remain solid for the next month. In the West, several growing areas in CA continue to harvest bells. Some areas are up, others are down, but overall there's more than enough nice fruit to meet demand.

**Cucumbers:** Baja's cucumber crossings have been steady and strong now that we are past the Mexican holiday. A portion of the Baja growers will wrap up the season over the next 3-4 weeks, but the remainder will go through December. With Mainland producers expected to start around October 1<sup>st</sup>, we don't expect any transition gap. Quality on the Mexican product has been strong. Eastern markets have plenty of product available as well with the strongest volumes coming from MI, NC, and soon GA. Both MI and NC expect to go through mid-October as long as weather cooperates. GA is just getting started with Fall crops and should see volume pick up over the next week or so. Although there have been a few spotty concerns with shrivel and sunken areas, quality has been good in all Eastern areas.

**Summer Squash:** Both yellow and zucchini continue to be available in good supply throughout the country. The East has product from Canada to GA and all points in between. The West is slowly beginning to transition from a mostly CA deal to Mexican production. Santa Maria, Salinas and Fresno are gradually lightening up but still have enough fruit to go around. Baja has come along with Fall acreage and we're beginning to see crossings from growers in the northern areas of Mainland Mexico. Although there are some scattered issues with scarring/ scuffing on yellow, quality is nice from almost all areas.

**Mini Sweet Peppers:** Canada's mini sweet production is mostly steady,

although numbers dipped a little this week. With daylight hours beginning to drop off, we expect the current crops to go for another 2- 2 ½ months. Western markets hope to see Baja's mini sweet numbers improve next week, as CA producers expect to see a little less. Eastern WA has good production to offer, but transportation is an issue for most. Overall, there's an ample amount of product to meet market needs.

**Organic Squash:** Baja, CA, and the Northwest have all seen organic squash volume lighten up this week, particularly on yellow. CA and the NW are in the seasonal decline and look to wrap up the season soon. Baja will carry on, but is just in a light production spot right now. CA's product has a good amount of scuffing, so what's available is difficult to use for retail. In the East, most of the local programs have finished up or are rapidly approaching the end of the season. However, GA has some fruit available with average quality.

**Organic Cucumbers:** With the Northwest's volume winding down, Baja is the place to go for organic cucumbers this week. Our Grown True fields have been harvesting good numbers and look to continue. Eastern sourcing is minimal, with most local deals having wrapped up for the season. Although volume is limited, GA has a few to help out in the East.

**Organic Green Bells:** WA and OR continue to offer good volumes of quality organic bells, while CA farms are beginning to slow down as the weather cools. Our Baja crop has started up as well, closing any potential short-term gaps in Western availability. There's only a handful available from local deals in the East (NY, KY, and VA) and they will wind down over the next 10-14 days.

**Colored Bell Peppers:** Both Mexico and Canada have solid numbers of all three colors available this week. Canada's crop has sized up with more XL available, especially on reds and oranges. The mild quality issues from previous heat are cleaning up nicely as houses get further into crops. Some of the Mexico pepper has had green casting but there's plenty available.

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Did you know that On the Horizon is posted each week on our website? Visit [www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com) and click on the "Latest" tab to view past issues.

## RESTAURANT INDUSTRY NEWS

### Study: Gift Card Sales Rise 10%

[www.gsrmagazine.com](http://www.gsrmagazine.com), September 18, 2019

Paytronix Systems, Inc. released the Paytronix Annual Gift Card Sales Report: 2019, which finds a consistent 10 percent year-over-year growth in gift card sales for the 220 brands surveyed in this year's report vs. the 190 brands surveyed for its 2018 reports.

The Paytronix Annual Gift Card Sales Report: 2019 includes an in-depth look into holiday gift card sales, sales by channel and service type, and anticipated redemption. The report also reveals new insights on eGift cards, such as average load to a virtual stored value card and how restaurants can anticipate their eGift card sales to look during the busy holiday season. With the online ordering industry expanding, the Report also examines the impact of gift cards redeemed online.

Significant findings include:

**Higher Online Sales**—Not only are quick-service gift cards redeemed more frequently, they also contribute to higher sales in the online order channel, with a 6 percent increase in check size on orders placed and paid for online with a gift card.

**Third-Party Retail Sales**—While in-store gift card sales continue to contribute to more than half of annual gift card sales, this percentage decreases slightly in favor of Third-Party sales. Discounted gift card sales, through retailers amount to over a third of all third-party sales. Restaurants seeking to increase gift card sales should investigate third-party channels, given that adding just one third-party retail partner could contribute to increases of more than 25 percent.

**Holiday Gift Card Sales**—Gift card sales drove a large portion of the increase in card sales from 2017 to 2018 as the popularity of gifting stored-value cards continue to grow. The average increase in card sales throughout the year was around 6.3%, but in the holiday months, gift card sales increased over 15 percent from 2017. Gift card sales between November 1st and December 24th pick up for the holiday season around mid-November, with the first noticeable spike of sales in 2016 – 2018 on Black Friday.

“The Paytronix Annual Gift Card Sales Report: 2019 highlights the significance of a gift card program to a brand’s overall sales,” says Michelle Tempesta, head of marketing, Paytronix Systems, Inc. “The report demonstrates that gift cards are effective sales tools across all restaurant types and that developing a multi-channel program that includes both traditional and eGift cards will result in a boost to overall restaurant sales, especially during the holiday season.”



#### TRANSPORTATION FACTS

\*The national diesel average rose almost \$.02 this week, moving from \$2.97 to \$2.99 per gallon.

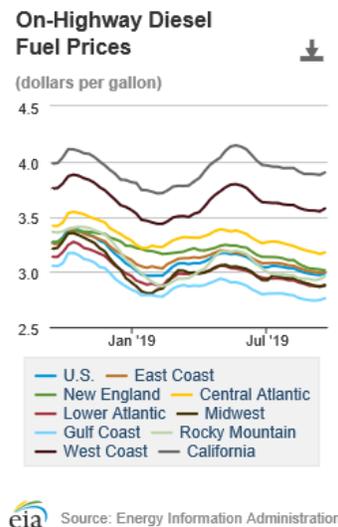
\* The average price for a gallon of diesel is \$.28 less than the same time last year.

\* All areas except New England reported price increases with a range of \$.01-\$.03 per gallon. New England’s fuel rate actually dropped \$.01 this week.

\*As usual, California’s price tops the charts at \$3.90 per gallon while the Gulf Coast remains the low-price leader at \$2.76 per gallon.

\*The WTI Crude Oil price jumped over 4% since last week, moving from \$55.75 to \$58.11 per barrel.

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





## FRESH CUT FOCUS

### Coin-Cut Jalapenos

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.

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 coin-cut jalapenos. 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.

Quick pickled sliced jalapenos and red onions

Spicy honey glazed shrimp with jalapenos, lime, scallions, and sesame seeds

Roasted butternut squash tacos with sliced jalapenos and cabbage, with avocado crema

Thai peanut steak salad over crisp lettuce, avocado, sliced red peppers, sliced jalapenos, and chopped peanuts

## Coin-Cut Jalapenos

**INGREDIENTS:**

- Freshly Sliced Jalapenos

**MENU APPLICATIONS:**

- Quick pickling for crisp topping on tacos, salads, and main dishes
- Great addition to Asian dishes for both flavor and heat

**KIT VERSATILITY:**

- Foodservice Items
- Behind the glass deli
- National accounts

## PRODUCE BAROMETER

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



## SEPTEMBER CALENDAR

### All Month

National Food Safety Education Month

### September 21<sup>st</sup>

National Clean Up Day

### September 25<sup>th</sup>

Food Service Workers Day

National Women’s Health & Fitness Day

### September 28<sup>th</sup>

National North Carolina Day

## Hendersonville, NC Weather

Fri Sep 20	Sat Sep 21	Sun Sep 22	Mon Sep 23	Tue Sep 24
74° F	79° F	80° F	83° F	82° F
53° F	57° F	59° F	62° F	61° F
N 5 MPH	NW 3 MPH	W 5 MPH	WNW 5 MPH	NNW 3 MPH

**ON THE FARM**

**Did We Just Experience the Hottest Summer Ever?**

By: Paul Rusnak, [growingproduce.com](http://growingproduce.com), September 18, 2019

Summertime is supposed to be hot, right? But, according to scientists at NOAA, no other June through August time frame on record was as hot as 2019 — for the Northern Hemisphere at least. And it wasn't just one part of the globe feeling the heat. Around the world, August 2019 tied as the second-hottest August on record (140 years).

The average global temperature in August was 1.66°F above the 20th century average of 60.1°F, tying it with 2015 and 2017 as the second-hottest August in the 140-year record. The hottest August in NOAA's recordbooks was in 2016. The five hottest Augusts on record have all occurred since 2014.

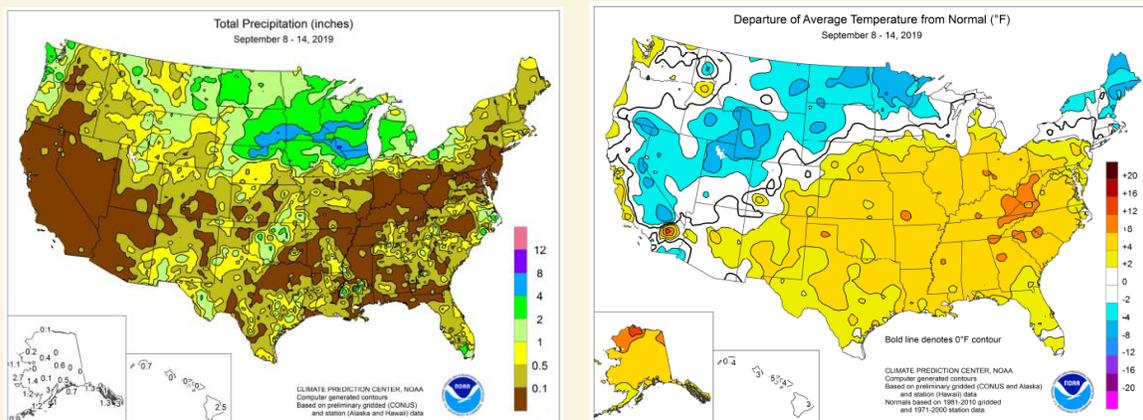
This follows up on what was the planet's hottest July on record. In addition to the heat, precipitation has been more than plentiful, too, lately.

The period of June through August, which also marks the Southern Hemisphere's winter, was the globe's overall second hottest in the 140-year record at 1.67°F above the 20th century average, behind June through August 2016.

A portion of a report from the NOAA's National Centers for Environmental Information points out the most notable warm surface temperature departures from average during June through August 2019 were across much of the high latitudes in the Northern Hemisphere, specifically across the North Pacific Ocean, the Bering Sea, western Alaska, northern Canada, Central Europe, and North-Central Russia. The temperature departures from average in these locations were at least +2.7°F or higher.

**NATIONAL WEATHER SPOTLIGHT**

Last Week's Precipitation Totals and Average Temperature Deviations



## AN APPLE A DAY

### Gen Z Shoppers Partner with Grocery Stores on Health and Wellness

By: Allison Febrey, [www.fmi.org](http://www.fmi.org), September 18 2019

Young adulthood is a time of freedom, discovery and charting your path in the world. Eating balanced, healthy meals is normally a low priority during this time. Gen Z, however, couldn't be more different—they are young adults focused on personalizing their health and wellness and they trust grocery stores to help in this process.

#### Gen Z Shoppers and Dieting

It seems like every day there's a new diet—Paleo, Keto, gluten-free, etc.—and Gen Zers follow many of these different diets. Overall, 22% of grocery shoppers customize meal options for proactive diet regimes. However, according to the 2019 *U.S. Grocery Shopper Trends* report, Gen Z is almost twice as likely to customize meal options for dietary reasons. The youngest grocery-shopping generation is independently learning about and adopting dietary approaches. Perhaps Gen Z has learned from older generations the importance of focusing on health and wellness at a young age.

#### Gen Z Shoppers Partner with Grocery Stores in Health and Well-being

Gen Z shoppers believe grocery stores are partners in their health and wellness. Almost half (52%) of Gen Z shoppers feel that food stores in general are helping them stay healthy, compared with only 37% of shoppers overall. Gen Zers have grown up with health and well-being integrated in their grocery stores, so maybe that is why they see grocery stores as allies in their health.

#### But, Who's Responsible for Nutrition?

Despite Gen Z's focus on personalized diets and their partnership with grocery stores, Gen Z shoppers are the group least likely to see themselves as responsible for their nutrition. According to *Trends*, only 60% of Gen Z shoppers see themselves as responsible for nutrition, which compared to older generations is a lot less. Interestingly, 43% of Gen Z sees grocery stores as responsible for nutrition compared to 34% of shoppers in general.

#### Take-A-Way for Food Retailers

Gen Z shoppers are personalizing their health and wellness and feels grocery stores are partners in this effort. What's more, Gen Zers are more likely to hold grocery stores accountable for their nutrition. Grocery stores have a great opportunity to continue helping Gen Z shoppers on their health and wellness journeys and solidify their value equation with this young group of shoppers.

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](http://www.pma.com/events/freshsummit)  
Lipman will be there! Come see us at booth 2854!

**November 5-6, 2019**  
Restaurant Innovation Summit  
The Tenk  
Cleveland, OH  
[www.restaurant.org/events](http://www.restaurant.org/events)

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