



MARKET UPDATE

Round Tomatoes: Overall Eastern availability remains light but there has been a little more product around this week. We expect the mountain-area growers in TN and NC to continue with light volume until the first frost (usually mid-October). Lipman’s VA farms are finishing crown picks this week but will come back for later picks through the first 7-10 days of October. Recent quality has been excellent. GA/Quincy area growers aren’t far away. There’s word that one will start this weekend but most others will come online between now and October 10th. There’s also still some product in MI, NJ and a few other local deals but these will wrap up sooner rather than later. On the West coast overall volume is mostly steady. Lipman’s quality has been very nice as we have moved into fields with varieties that seem to like the weather conditions. Some growers have had issues with softness, spotted wilt and some occasional decay though. Overall there’s a good mix of sizing available. Some growers are heavier to small fruit and others are heavier to larger sizes. Lipman looks to wrap up its CA production sometime around the 3rd week of October while several others will bow out in another 1 ½-2 weeks. Vine-ripe volumes are mostly steady from Eastern Mexico and beginning to increase out of Baja.

Roma Tomatoes: As normal for this time of year, there’s not a whole lot of romas in the East. There are a few here and there in NC, TN, NJ and MI but no real volume to speak of. The next areas for roma production will be the GA/Quincy area which should get started around the 10th of October. Lipman will start in with some romas in Ruskin around Oct 20th. Lipman’s roma volume situation in CA is similar to rounds-lighter but scheduled to continue for for another 2-3 weeks. Most growers, including Lipman, have had pretty good quality despite some occasional lot issues. Both Eastern Mexico and Baja have steady numbers but look to see increases soon as they break into Fall acreage.

Grape Tomatoes: Lipman’s VA farms are in the seasonal decline and are currently working on 7th-9th picks. Look for volume to continue its decline until

they wrap up at the end of next week. There are still a few small local deals remaining in NC and TN but no significant volume. There’s a small grape deal in Quincy, but most growers there focus on rounds and/or romas. Fortunately, Lipman has planned to start grapes in Ruskin at the end of next week. The Western grape deal is a Baja one. Availability is steady now but will increase as we move into October.

Bell Peppers: There’s pepper-a-plenty in the East. Product is available from Canada to SC and several points in between. Some deals are winding down and seeing less volume but most plan to harvest another 2-3 weeks or until first frost. MI’s quality has become hit and miss with some decay and coloring but there are some new fields that started this week. Other areas are maintaining quality for the most part, but we are starting to see the occasional end-of-season issues. SC has the “newest” crops on the block and has better quality than some. GA looks to be 1-2 weeks away from starting up. CA still has good volumes on pepper but farms are moving into 3rd picks and expect fruit to size down starting next week.

Cucumbers: Cucumbers are readily available in the East from NY, NJ, TN, MI, NC and GA. Although MI is into new fields this week, they will begin to wind down and should finish up over the next 2 weeks. NY and NJ plan to go until the end of October, weather and quality permitting. Eastern NC has moved into the last half of the season. Picks are declining but this is mostly due to poor market conditions on the offgrades. Pending market conditions, weather and quality, they should continue harvesting until mid-October. GA is in the game now but some of the early quality has been a bit challenging due to heat (shriveled and sunken areas). In the West, the recent weather disturbance caused rain and slowed Baja’s numbers. Some growers will be finished in the next 2 weeks, but Mainland farms will start up so we don’t expect a production gap. Quality out of Baja remains strong.

Summer Squash: There are still a lot of areas harvesting squash in the East but a few are beginning to wind down

such as MI and NY. Warmer weather down south has brought about some increases, so availability is about the same as it has been. GA’s fruit has had scuffing on both colors a little bit of decay in the zucchini, so it’s not great so far. Hopefully it will improve as they move past the heat and into later plantings. TN quality has been exceptional but there’s not a ton of volume there. Western squash production is transitioning smoothly from a mostly CA deal to Baja and Mainland Mexico program. Recent weather issues have slowed some of the increases out of Mexico but they should be coming.

Organic Squash: CA and the NW have less organic squash available as they near the season’s end. Baja’s numbers have shot up on zucchini but remain light to moderate on yellow squash. There’s also a grower or two from the mainland that will start up over the next week, which will help to provide consistent supply. Eastern product is available in a light way out of GA and from a few remaining local deals.

Organic Cucumbers: With the Northwest’s volume winding down, Baja is the place to go for organic cucumbers this week. Our Grown True fields still have good numbers and look to continue. As well, Mainland farms will enter the picture in a light way soon. 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 are still going strong but CA farms have lightened up. 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 few weeks.

Colored Bell Peppers: Both Mexico and Canada have solid numbers of colored bells this week. Reds are picking heavy in Canada with yellows and oranges a little snug especially on larger sizes. Mexico is crossing a steady supply of all colors and sizes, so there should be ample product available to meet overall market needs.

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Did you know that On the Horizon is posted each week on our website? Visit www.lipmanfamilyfarms.com and click on the “Latest” tab to view past issues.

RESTAURANT INDUSTRY NEWS

Millennials Crave Off-Premise? Not as Much as Boomers

By: Peter Romeo, www.restaurantbusinessonline.com, September 23, 2019

The boom in delivery and takeout is often attributed to a surge in demand from millennials, but new research shows baby boomers may be the drivers of ongoing growth.

Data compiled for the National Restaurant Association shows that 51% of baby boomers—defined for the research as consumers ages 55 to 73—are not ordering delivery and takeout as often as they'd like. That compares with 43% of millennials, or people ages 21 to 38.

Nearly the same portion of the younger group, 42%, indicated a desire to dine on-premise more frequently. That compares with the 38% of baby boomers who said they'd like to eat at restaurants more often.

Sandwiched in between those two generations were Gen Xers, who demonstrated a strong desire for more off-premise meals (49%) and on-premise dining (47%). The research defines members of that cohort as consumers ages 39 to 54.

The research confirms that consumers are still hungry for more takeout and delivery. Forty-nine percent said they would like more off-premise restaurant meals, compared with 42% who cited a pent-up demand for dine-in occasions.

The Association interpreted the findings as an indication that restaurant sales are likely to increase overall during 2019, despite a year-over-year decrease in August of about \$800 million. Sales dipped that month to \$64.1 million, the first monthly decline since November 2018.

The research, a telephone survey of consumers conducted in mid-September, was conducted for the Association by Engine.



TRANSPORTATION FACTS

*The national diesel average surged up \$.09 this week, moving from \$2.99 to \$3.08 per gallon.

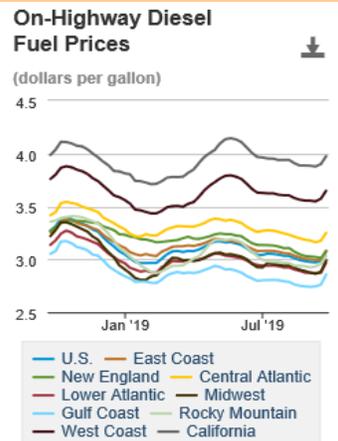
* The average price for a gallon of diesel is \$.19 less than the same time last year.

* All areas reported price increases ranging from \$.01 to \$.10 per gallon. The highest increases came from the Gulf Coast and Lower Atlantic regions.

*As usual, California's price tops the charts at \$3.98 per gallon while the Gulf Coast remains the low-price leader at \$2.86 per gallon.

*The WTI Crude Oil price dipped 1.4% since last week, moving from \$58.11 to \$57.29 per barrel.

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



Source: Energy Information Administration



FRESH CUT FOCUS

Jalapeno Halves

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 jalapeno halves. 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.



Loaded chorizo and queso jalapeno fresco boats topped with scallions



Jalapeno cornbread stuffed jalapeno boats with cheddar and cilantro



Fresh Watermelon and agave margarita with sliced jalapeno and lime



Mexican bloody mary with diced jalapenos with shrimp, avocado, and lime

Jalapenos Halves

INGREDIENTS:

- Jalapeno Halves

MENU APPLICATIONS:

- Everyone’s favorite appetizer
- Can be stuffed with anything

KIT VERSATILITY:

- Foodservice items
- Behind the glass deli
- National accounts



Spiked Drinks

MENU APPLICATIONS:

- Adds the heat consumers are loving in cocktails and mocktails

PRODUCE BAROMETER

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



OCTOBER CALENDAR

- All Month
- National Pizza Month
- First Week of October**
- National Chili Week
- Customer Service Week
- October 1st**
- World Vegetarian Day
- October 2nd**
- National Custodial Workers Day
- October 4th**
- National Taco Day

Hendersonville, NC Weather

Sat	Sun	Mon	Tue	Wed
Sep 28	Sep 29	Sep 30	Oct 1	Oct 2
82° F	85° F	80° F	81° F	84° F
65° F	67° F	65° F	64° F	65° F
SSW 3 MPH	NW 5 MPH	NNE 2 MPH	NNE 2 MPH	WNW 2 MPH
Precip 40%	Precip 30%	Precip 40%		

FOOD SAFETY NEWS

FDA Official Promises a New Era of Food Safety

By: Tom Karst, www.thepacker.com, September 19, 2019

WASHINGTON, D.C. — Frank Yiannas, the Food and Drug Administration’s deputy commissioner for food policy and response, gave some details about the agency’s New Era of Smarter Food Safety campaign at the United Fresh Produce Association’s Washington Conference. Yiannas, the former vice president of food safety for Walmart for 10 years, said the FDA’s work on produce safety has been front and central to his work since he joined the agency in 2018.

He praised the industry for its contribution to food safety, and said the public-private partnership on food safety efforts must strengthen even more through the New Era program, set to begin in 2020. “I was asked by the (FDA) commissioner to continue to lead our efforts on modernization,” Yiannas said at the Sept. 18 conference session. “We’ve come a long way since 2011, but there’s still work to be done.”

Areas of focus

Tech-enabled traceability and outbreak response is one area of focus for the new campaign Yiannas said. While produce has an impressive safety record overall, he said there are weak points in the supply chain. “What I have learned over the years, and especially from my vantage point with the world’s largest company, is that I do believe the food system’s Achilles heel is traceability and transparency,” he said.

He said that in the spinach-related E. coli outbreak in 2006 and the romaine-related outbreak in 2018 traceability was an issue. “It seems eerily similar almost a decade later,” he said. “And we still are having to do these overly broad consumer advisories.”

While he hopes the FDA won’t have to issue sweeping consumer advisories again, Yiannas said the agency will do it to protect consumer health. Better traceability and transparency can make those advisories unnecessary, he said. Blockchain technology can be part of the solution, he said, but that isn’t the focus. “It is not about the technology — it is about solving some of our many public health challenges,” he said. Compared to some outbreaks where traceback can take weeks and perhaps never be completed, the goal is “traceability at the speed of thought.”

Smarter tools

Data that creates predictive models to anticipate food safety issues can be part of the solution. “As modern food safety approaches continue to generate big data, new data streams and tools for rapidly analyzing this data, we will plan to better explore as an agency how we use them for prevention,” Yiannas said.

The FDA’s Predictive Risk-based Evaluation for Dynamic Import Compliance Targeting (PREDICT) creates risk rankings for FDA-regulated products from regions around the world. Yiannas said researchers are attempting to leverage machine learning and predictive analytics, and going back in time to see if the system would have been useful in past outbreaks. “We will have that proof of concept completed in relatively short order,” he said.

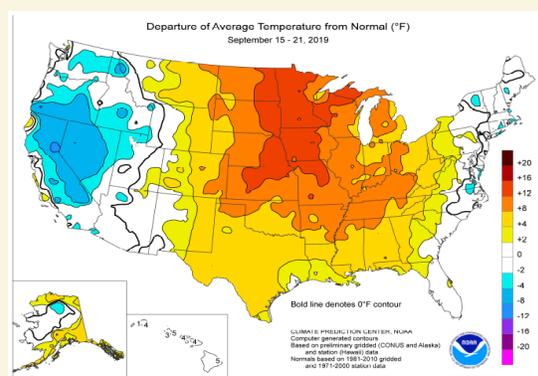
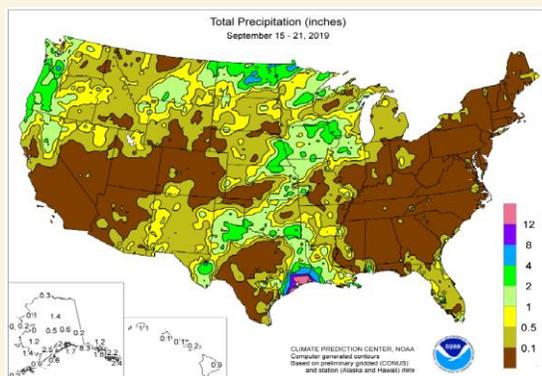
The third area of focus will be keeping up with new business models in the way food is sold and distributed, noting the rapid rise of e-commerce in grocery. “As food safety professionals, we have to keep pace with change,” Yiannas said. Health officials carry the standard tools of inspection, training and testing but must look at new approaches to lower the number of foodborne disease outbreaks, he said.

Creating a culture of food safety among growers, food marketers and consumers is another element of the New Era of Smarter Food Safety plan, he said. “What I’ve learned over the years, is that it’s impossible to make progress without changing and influencing behavior,” he said, noting the importance of “digital prompts” to encourage right behavior. New strategies will use behavioral science experts.

Yiannas said the Food Safety Modernization Act is the foundation for food safety efforts, and the new-era tools will continue to advance progress. The FDA has scheduled a public meeting to discuss its New Era of Smarter Food Safety on Oct. 21.

NATIONAL WEATHER SPOTLIGHT

Last Week’s Precipitation Totals and Average Temperature Deviations



NEWS IN THE GROCERY TRADE

The Freshness Fulcrum: How Stores are Beating E-Tailers

By: Sarah Mahoney, www.mediapost.com, September 19 2019

Retail experts have long known that passion for fresh foods — the ripest peach or a perfectly-marbled steak — is a primary stumbling block for online grocery sales.

But new data from Nielsen reveals just how big that advantage is for brick-and-mortar stores — an advantage growing faster than most online retailers would like to admit.

Amid a backdrop of fairly flat grocery spending, Nielsen reports that Americans spent 5% more on seafood in supermarkets than last year, 4.9% more in deli departments and 4.2% more in bakery sections.

By comparison, spending increased just 1.7% in frozen, 1.5% in health and beauty care and less than 1% more in the dairy aisle.

There's no denying Americans are quickly stepping up their online food shopping, with ecommerce accounting for almost one-third of the total growth. A recent analysis from Brick Meets Click, a Barrington, Illinois-based retail consultancy, finds that online grocery sales climbed 15% in the last year, and now account for some 6.3% of total grocery spending. The consultancy says those gains are powered primarily by the fast-growing offers of brick-and-mortar stores, and now include 25% of all U.S. households.

But the Nielsen data finds that online shopping makes people hungrier for in-store excursions. It reports that people who do at least some shopping online spend about 1.5% more on fresh foods in-store than people who don't.

And the stores that are the savviest about their perishables are cleaning up. When Nielsen broke out sales by departments, the best-performing stores in its research collected 43% of sales from fresh foods, compared to a 32% average for all stores. Produce and deli accounted for most of the sales, with meat playing a surprisingly small role.

Nielsen also found that top-performing stores are more on top of health and wellness trends, such as plant-based meat alternatives. And they even win on merchandising fresh options in more appealing ways, significantly outselling average performers in avocados, tomatoes, herbs, berries and apples.

The research also confirms a 4.9% uptick in vegetable sales, led by avocados, up 8%.

But brick-and-mortar stores are likely to face significant challenges, even in perishables. Customers are increasingly flocking to online offers from stores where they are likely quite familiar with fresh offerings. And specialty ecommerce companies are stepping into the mix. Mercato, for example, provides online ordering and delivery options from high-end independent grocers in 22 states, including many fresh markets.

FRESH
TOMATOES

the best of nature™

MARK YOUR CALENDAR & PACK YOUR BAGS!

October 13-15, 2019
Fast Casual Executive Summit
JW Marriott Hotel & Resort
Austin, TX
www.fastcasualsummit.com

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!

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