We insist upon top quality products from nationally recognized manufacturers. Our broad inventory consists of more than 64,000 stocked items, from gourmet to everyday. 

Never content to rest on our laurels, we strive to continuously improve and innovate our products and services.

This commitment to excellence has served our customers well for more than 95 years, and continues to serve as our standard for success.

-Byron Russell
Chairman & CEO
Morning Market Comments
August 28, 2020

Soy Complex

Soybean oil rocketed higher yesterday trading over 130 points up at one point. Palm oil futures were higher overnight which gave the oil strength, then beans took the lead higher pressuring crush margins, but once September futures crossed 33.00 it was off to the races. Apparently the finish line was 33.62 because that was the high water mark before futures settled 33.31, up 107 points on the day. Questions swirled throughout the day trying to attribute the rally to something. When nothing comes out after the close, the most likely scenario was people throwing in the towel on shorts, extending coverage to get through a run-up or simply a new speculator or money manager entering the market.

Export sales were good, but not 107 higher good. The big feature continues to be the Chinese appetite for beans. If the price of the input is going up, the output cost is going to have to rise too. Unfortunately, meal isn’t playing along and oil is having to pick up the majority of the slack. Actual sales numbers for this year are slowing as there are only five weeks left in the product calendar while the row crops enter their new year on September 1. Sales for next year for oil were good at 21.2Kt with shipments last week of 37Kt. Oil continues to find a buyer in the global trade. Palm oil markets are trying to keep pace, but they were over-extended earlier relative to soy before this week’s soy rally.

In Malaysia overnight, palm prices started firmer but were unable to match the soybean oil excitement. They rose 50-60 points vs yesterday, but lost ground from the early opening excitement. Today is Friday and weekend risk will be the theme. Do more shorts want to cover or do more longs want to take profit?

Macroeconomics

The major US political parties wrapped up their conventions last night as the President officially accepted the Republican nomination for reelection. Election season is officially upon us and with stock markets at or near all time highs, campaign rhetoric could have outsized effects. On Thursday, the NASDAQ set back after making a new all time high during the day to settle 40 lower at 11,625. The S&P held 5 points of gains to 3,485, while the Dow saw the biggest rally of the three with a 150 point rally to 28,492. Crude oil and metals were lower as well. This added to the confusion of the soybean oil rally as often times it is an energy spike that doesn’t show up on most grain traders’ screens. Today, prices are mostly green in the macro world to start.

Opening Call
Soybeans — UNCH to up 5 cents
Soymeal — Up 2 dollars
Soy Oil — UNCH to down 10 ticks

Calendar
Today — Personal Income, Consumer Spending, Core Inflation, Advance Trade in Goods, Chicago PMI, Commitment of Traders

Quotable:
“Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it.”
– Johann Wolfgang von Goethe

Information contained herein is based on reports, communications, or other sources believed to be reliable. Neither the information contained herein nor any opinion expressed shall be construed as a solicitation to buy or sell any securities mentioned, but merely an expressed opinion.
August 21st, 2020

Dear Valued Customer,

As you may be aware, Gatorade is experiencing unprecedented demand due to the coronavirus.

Please know we are leveraging all available production and shipping capacities possible, while at the same time ensuring the safety of all people in our facilities during this difficult time. We continue to face challenges with the influx of orders exceeding our maximum ongoing production and shipping capacity due to COVID-19. As a means of addressing our ability to meet customer demand and continued growth on this business, we are transitioning to a new Gatorade & Propel Order Management Process which will begin on Monday August 24th, 2020. This process is across all customers and channels.

To ensure equitable Customer treatment, we will have a target order quantity, target shipment quantity, and we will execute the following timeline:

- Monday, 8/24: Process begins; Orders should not exceed the max order quantity
- Friday, 8/28: Unscheduled/Unfulfilled orders created prior to 8/24 identified & cancelled over the weekend
- Sunday, 8/30: Shipments within customer ranges begin & customers shouldn’t order over max quantity (orders over max will be cancelled)

We anticipate this new process will help clean up the back log of orders, streamline the flow and quantity of orders, and enable us to deliver cases to our customers in a more reliable and timely manner. We will continue to evaluate weekly, with the goal to return to regular process as soon as possible. Your Account Managers will share all details of the process with you.

Know that we take very seriously any situation that impacts our customer service levels and are pursuing every available option to meet demand. In addition, we are actively working on plans to ensure that we have a very strong 2021; delivering growth on the business, while servicing our customers at expected levels. We are committed to continued growth on these brands and the entire Gatorade team greatly appreciates your partnership and support.

Regards,

Tameka McBride
Sales, Vice President
Gatorade & Propel

Jim Boucher
Supply Chain, Vice President
Gatorade & Propel
Stay cool with

Food Brokers
COAST to COAST

Quality Products Outstanding Service

Stay cool with
Fronte

Gelatos and Sorbets!

Our Gelatos and Sorbets are handmade using authentic Italian recipes. They are made from all-natural ingredients with no artificial flavors, colors, or preservatives. They are Kosher certified, Gluten Free, Lower in Fat and Calories. FL ONLY

<table>
<thead>
<tr>
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<th>Description</th>
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Add your favorite topping to your Gelato. Simply Nuts has a wide variety of nut and topping products from which to choose!

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R-Riviera Beach; O-Ocala; P-Punta Gorda; G-Goldsboro; S-Statesville

FL – RIVIERA, OCALA, PUNTA GORDA
What's NEW from Coast to Coast?

GOLDEN HARVEST™

10105864 Tribeca Seeded Burger Bun
Sliced 2.65 oz  4/20 ct
A home-style bun speckled with sesame seeds and poppy seeds for a touch of visual appeal.

10106930 Tribeca Traditional Burger Bun
Sliced 2.65 oz  4/20 ct
A home-style bun that captures the flavor and essence of a classic burger.

Buns are 3.9 to 4.4 inches wide. Great for an 8 oz burger. Products come pre-sliced in pillow packs for added convenience. No artificial colors or flavors, no cholesterol, no trans fats, Vegan. Due 9-8-20 in all FL warehouses. WILL BE AVAILABLE IN ALL LOCATIONS IN NC AND FL.

10112438 Voorn Terra Veggie Burgers 36/4 oz
Made with fresh garden herbs and ingredients, all natural, no preservatives. Vegan, Gluten Free, Dairy and Soy Free. Due in Riviera Beach 9-2  R

R-Riviera Beach; O-Ocala; P-Punta Gorda; G-Goldsboro; S-Statesville

Did you know........?

- If you point your car keys to your head, it increases the remote's signal range. This works by using your brain to act as a radio transmitter.
- If you heat up a magnet, it will lose its magnetism.
- Only primates, humans, and opossums have opposable thumbs. Out of these, the opossum is the only one with no thumbnail.
- One of the World Trade Center's was built to be 1,776 feet tall on purpose to reference the year the Declaration of Independence was signed.
- There is a village in Russia called Tsovkra where every resident can tightrope walk. It is a tradition that dates back over 100 years but no one knows how it started.
- "Tsundoku" is a Japanese word for the habit of buying too many books, letting them pile up in your house, and never reading them.

For more information or samples, please contact your local Coast to Coast representative.
We look forward to speaking with you!
MARKET UPDATE

Round Tomatoes: Although our VA round crops are on a 3-week hiatus until September 10th or so, the East’s round tomato supply is ample with product available from AL to Canada and many points in between. AL’s vine-ripe volumes continue to be steady and strong, while NC and TN have mostly steady numbers of volumes available to offer. MI, Canada and a number of smaller local deals are also bringing fruit to the table. Most all areas have been dealing with either extreme heat, cold fronts, or almost daily rains which have a negative effect on quality and shelf life. There is good-quality product around, but it can be hit or miss by load. In the West, there are vine-ripenes are available in both Baja and Eastern Mexico. Baja’s supply is moderate and size is shifting down as farms work deeper into current plantings. Eastern Mexico’s supply has been light but should begin to improve as they start new acreage. The bigger round tomato volumes are coming from CA’s mature green harvest. As with most other growers, Lipman’s numbers have been steady or just slightly lower this week, having harvest times cut a little short by extreme heat. Current plantings are faring okay, but with 100+ degree temperatures for the past few weeks, we could see a reduction in volume from blemish drop down the road in late September. There’s a mix of quality in CA, but our fruit has been very nice from the current harvest areas which are slightly cooler.

Roma Tomatoes: Most of the East’s romas are coming from TN and NC where volumes have been solid and mostly steady. As with rounds, quality can be an issue and this crop won’t work for all customers. The West has Baja, Eastern Mexico and CA romas to choose from. Eastern Mexico is currently in good supply and should taper off into more consistent volume in September. Baja expects moderate supply from summertime plantings as they wait for the Fall acreage to come online in early October. CA’sroma volumes have been steady and strong with good quality. But, like rounds, we expect to see the repercussions of extreme heat in another 30 days.

Grape Tomatoes: Most of the same areas offering round tomatoes also have grapes, so this variety is plentiful. Our VA farms have planned lighter volumes for this time frame to accommodate for all the sourcing options that are available at this time of year. We’re being very selective on what picks and plants we harvest so that we can provide better quality than most. There’s been plenty of weather on the crops, so careful attention to sorting and packing are important to producing a good box of fruit. We expect to see steady but lighter supply from VA for the next few weeks. Grape tomatoes continue to be plentiful in the West as well. Our Central Mexico program has strong production and nice quality. Baja’s volume is a bit lighter this week but we expect to break into new blocks in 10-14 days which will give volume a boost.

Bell Peppers: There’s still a lot of pepper in the East this week. Recent weather events have taken a toll on quality in some areas so there may see a reduction in retail-grade fruit over the next few weeks. NJ volume has been very light and quality has been challenging due to the storm from a few weeks ago, but our farms will be back in some new fields by the middle of next week which should definitely provide a shot in the arm for both quality and volume. We’re seeing some of the nicer fruit come out of IN, TN and NY this week. Despite an extreme heat wave in the Central Valley, Western pepper supply out of CA remains steady and quality continues to be strong this week. Although the heat hasn’t shown too many effects on the fruit so far, things could begin to change over the next week or so.

Cucumbers: With NY having a cold front slow production, NJ’s skip between crops prolonged due to the same cold snap, and many of the southern programs either finished or seeing volume declines; the Eastern cucumber deal remains snug. MI has product available but volume is below the normal levels for this time of year. There are bits and pieces available in a number of other areas (IN, TN, VA, etc.) but no real volume. We look to see improvements by next week as NY and NJ work back toward “normal” mode. Overall, quality from most areas is average to good. Western volume is on the lighter side this week as Baja works through a small gap between plantings and mainland production has been slowed by weather. Expect to see more fruit next week.

Summer Squash: Similar to last week, there are a number of areas with squash in the East but not as many with good quality. NJ’s post-storm gap has been extended due to cooler weather, but they should be in new fields this weekend. Quality has been hit or miss from MI but has been more consistently good from TN and KY. As is the norm, zucchini quality is better overall than yellow. Due to warmer weather, the West is starting to see production increases which should help. For a few weeks the concern is that it gets too hot in the growing areas, that could limit pickers working in the fields to half days or less. Any extended extreme heat could cause a bloom drop and/or stunt the growth of the plants.

Eggplant: NJ and SC continue to have steady supplies of eggplant with good quality. Other areas such as VA, KY, TN, IN, and NY also continue with light volumes. With eggplant being a more weather-hardy product, we expect supply to maintain the status quo for at least the next several weeks. As for the West, CA’s Central Valley has slowed down a bit to current heat. High temperatures have slowed production and limited harvest crews.

Hard Squash: The primary areas for hard squash in the East are KY, NY and NC. Our KY grower partner has now moved into their larger Fall plantings and should have plenty of all 3 varieties through the rest of the season. They’ve had a few hit or miss quality issues with maturity and blemoring on squash, but no real concerns on butternut or acorn. One grower in NY who has early crops is beginning to wind down on spaghetti, but in just a few weeks several other farms will come online. Western hard squash availability remains steady out of CA. With extended triple digits in this week’s forecast, some quality issues might change things up in the next week, especially on the more tender varieties such as acorn.

Green Beans: After a snug market for a few weeks, green bean supplies have gained strength in the East. Product is available in IN, TN, MI, PA, NY and a few other local hot spots with mostly good quality. NY farms, usually strong producers, may see a temporary reduction in supplies as a cool front works its way through the area. (One morning low was in the 40’s this week!) Pending any weather disturbance, supply should stay consistent for the next few weeks. Western supply has also improved this week as 3 growing areas that were gapping are back in harvests.

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Lipman Family Farms www.liptonfamilyfarms.com PHONE 239.657.4421 FAX 239.657.0651
KEEP YOUR EYE ON THE CONSUMER

Industry Viewpoint: Defining Customer Value Amid COVID-19
By: Lesley Daniels, www.theproducenews.com, August 14, 2020

In March, as the world shifted into national emergency mode, food retail revenue climbed to record levels. While demand increased and carefully calibrated supply chains were disrupted, the cost of groceries continued to rise at the fastest pace in decades. These increases were also met with uneasy shoppers who stocked up in fewer stores, with fewer trips, making those increased prices seem even larger as their households’ monthly total food spend was now very visible and accessible with only a few mental additions of trip totals.

Even the households that were not feeling the stress of unemployment and food insecurity were rethinking and shifting their values, exhibiting thrifty behaviors, and selectively trading down in some categories. While the data tells us the overall total food spending was down or flat to pre-pandemic levels when given the proportionate decline of restaurant food spending, the sticker shock and large retail rings have left shoppers redefining value in the age of COVID-19. Even now in August as the sharpest hikes have eased somewhat, shoppers are changing their value models and definitions.

So, what is value and how do our shoppers define it? To start, the shopper’s value is not the same as your value proposition. It is, however, anything that the customer knows about and is willing to pay for. With that definition, let’s explore some of the ways shoppers are expanding their definition of value.

Quality: What once was a ‘get the most for my money’ mindset shoppers began to seek additional dimensions to the definition of quality. This expansion over the last decade broadened quality to also include taste, food safety and transparency of the supply chain.

Now with health and wellness at the center of our daily conversations, shoppers have yet again expanded their quality definition and are looking for foods that will provide the greatest nutritional value, heal, increase immunity and lower inflammation. They are seeking foods that are functional in their wellness strategy. This is a great time for fresh produce to shine and emerge as the core department for shoppers pursuing healthful eating.

Experience: For years we have been talking about creating meaningful experiences for our customers as opposed to selling them things. The store experience has expanded well past reducing front end wait times and bright and clean stores. Visual displays, cooking classes, meal kits, even walk around beers are now a thing and have continued to expand the shoppers’ value and how experience is defined.

Now we shall shift again to accommodate the shoppers’ online experience, sanitation and safety practices, and contactless transactions. Man, I wish I had owned stock in a plexiglass company in January. This is now the new experience and it seems to be here for the foreseeable future.

We need to embrace technology; educate our shoppers on the efforts we are taking to keep them healthy and train our associates to pick beautiful produce. Will I get five bananas or five bunches of bananas this time? I always wish I could provide my picker with details on how to choose my four avocados (two ripe and two with a few days to go).

Retailers are also in a unique position to help with simple meal solutions. I think everyone is a bit tired of cooking or experiencing some level of meal fatigue. Leveraging social media and inspiring new and easy recipes that can make mealtime fun and easy are in high demand. As families return to some form of a school routine this month many parents will be even more time-starved and seeking solutions to get them in and out of the kitchen.

Purpose: Even before coronavirus made its way into our vocabulary, shoppers were using their purchasing power for good. The practice of seeking brands that align with their personal values and beliefs has been well established. Being mindful of the communities we serve, and support goes even further today as social justice continues to be measured across the nation.

The good news is that shoppers are buying more fresh produce than before the pandemic — proof that fresh produce is key to the future of retail and will play a key role in the expanding value dimensions of the shopper.

(Lesley Daniels is the account development director for Produce for Kids)

Source: Energy Information Administration
NEWS IN THE GROCERY TRADE
Three Customer-Facing Tech Fails to Avoid
By: Dan Berthiaume, www.chainstoreage.com, August 14, 2020

Especially as COVID-19 disrupts consumer shopping patterns, retailers must ensure they do not alienate customers with dissatisfying technology experiences.

Non-virtual loyalty offerings
We are two-thirds of the way through 2020. Statista data shows that more than 70% of the U.S. population owns a smartphone. Yet many retailers still require customers to download and print out coupons from a website or email, or carry a physical loyalty card, or hold on to printed receipts for future discounts.

There is no excuse for not having a fully digitalized CRM/loyalty program that provides customers everything they need to track and collect rewards, discounts and points from their smartphone. Stores should be equipped with baroode readers, clienteling systems, and any other hardware and software needed to verify and deliver virtual loyalty offers. Retailers should still provide the option of non-virtual loyalty fulfillment for the other 30% of their customer base who do not use smartphones.

Multiple apps
Consumers suffer from “app fatigue,” with experts saying the average smartphone owner has as many as 60-90 apps on their device. Estimates on how many apps the typical person actually uses on a daily basis range from nine to as few as three.

Requiring consumers to download multiple apps, such as one for shopping and one for managing loyalty programs, does not make sense given this situation. Busy customers have to make a fair amount of effort just to find a single app, let alone toggle back and forth between two different apps to engage with one retailer. In addition, loading an app with a lot of different features and functions can provide competitive differentiation in the very crowded and competitive retail app space.

Not disclosing third-party delivery policies
As e-commerce sales have surged during the COVID-19 pandemic, so has demand for fast delivery of online purchases. In an effort to quickly stand up or reinforce their supply chains to handle spikes in delivery demand, many retailers have been turning to third-party delivery platforms.

In and of itself, this arrangement makes a lot of sense. Third-party delivery platforms eliminate the need to purchase vehicles or develop complex last-mile delivery infrastructure. Some also provide installation and setup services for home entertainment, electronics and furnishings. For a retailer without capability to deliver online orders to consumers, or who needs extra support, third-party platforms are an ideal solution.

However, consumers need to be fully informed when a third-party platform is fulfilling their online purchase. They also need to know ahead of time how a delivery from a third-party platform may affect situations such as returns or service complaints. Consumers living in the “information Age” expect no less.

This selection has been edited for content and space. Please visit www.chainstoreage.com to review the entire article.
RESTAURANT INDUSTRY NEWS
Poll Reveals 3 Things Customers Expect During COVID-19
By: Ido Ilevanon, www.fastcasual.com, August 18, 2020

The reopening of restaurants across the U.S. has been a trying process as coronavirus cases have surged in the South and West regions. However, restaurant owners have continued to push through, offering outdoor dining as well as take-out and delivery to keep their businesses as close to on track as they can.

To better understand consumers' mindset and sentiment toward foodservice during the pandemic, we conducted a survey of more than 1,000 U.S. adults. Although we found that consumers were still wary of indoor dining, we also uncovered opportunities for restaurants to consider for ultimate success.

1. Restaurants must take ownership of deliveries
The past five months have been a serious adjustment for the restaurant industry. In this difficult landscape, consumers have become more cautious than ever, leading them to shy away from even their go-to restaurants. According to the survey, nearly 70% of respondents said food delivered without the use of protective gear has deterred or would deter them from ordering from the same restaurant again. Additionally, nearly 40% of respondents said they'd fault the restaurant if they placed an order through a delivery app and had a poor experience. Restaurants are in a unique position to take control of the delivery experience, whether that means hiring their own drivers or using technology to provide insight into the delivery status to make consumers feel more comfortable.

2. Contactless carry out is a must
As consumers have shifted into their new normal, they are very particular about what they feel are the quickest, safest, and most convenient food ordering options. However, it is up to restaurant orders to ensure that consumers' expectations are met.

For example, nearly 70% of respondents said that they had ordered food for delivery during the pandemic, indicating delivery as a go-to means for dining during the pandemic. However, of those who said they were using the delivery aggregators such as Seamless, UberEats, GrubHub, etc. more than they did before, over 70% said they would be more inclined to order for carryout over delivery if given the option for a contactless experience. By providing the option for contactless carry-out, restaurants are able to provide a safe and convenient way to interact with customers while also reducing the need to use delivery services that eat into restaurant profits.

3. Consumers had high expectations for delivery, and they have only gotten higher
Consumers have always had high expectations when it comes to ordering out, and the onset of COVID-19 has only exacerbated them. Over 80% of respondents said that they were using delivery marketplace the same or more than they did before the pandemic made its way to the U.S. They also shared that their poorest deliveries resulted from their orders being incorrect or incomplete, not being delivered hot, fresh and not being delivered on time.

Restaurants are in a unique position to not just meet but exceed customer expectations. And investing in technology to optimize the kitchen and delivery services can help. As restaurants take the time to figure out their next moves and reevaluate what has worked, it will become clear that streamlining processes with the customer experience in mind will be key to their success in the long run.

MARK YOUR CALENDAR & PACK YOUR BAGS?

October 13-15, 2020
PMA Fresh Summit
Online Event
To learn more, visit:
www.pma.com/events/freshsummit

November 13-14, 2020
West Coast Produce Expo
JW Marriott Desert Springs Resort & Spa
Palm Desert, CA
www.westcoastproduceexpo.com

CREATED BY LIPMAN FOR OUR VALUED CUSTOMERS

Learn more about us @
www.lipmanfamilyfarms.com
www.suntasticfresh.com

Follow us on social media

Questions or comments about the newsletter?
Contact: joanna.hazel@lipmanfamilyfarms.com
Weekly Market Highlights

- Kansas City futures up around 20 cents/bushel on larger than expected U.S. exports and tightening ending stocks.
- Hard Red Winter basis weakened following the rally in futures.
- Spring wheat harvest showing 30% harvested compared to the 5 year average of 43%.
- Crop conditions on spring wheat ticked up 1% week on week.
- Potential for some more large export numbers as the U.S. Dollar remains weak.

Facts on Flour

The Truth About Futures

While even the most experienced traders are, at times, befuddled by the apparent chaos and volatility amid the noise and confusion, the workings of the grain futures markets are actually rather orderly, highly regulated and very important to the efficient function of the grain and milling industry.

Futures satisfy three very critical economic needs;
1. Price determination in a fair and open marketplace where all participants have equal access.
2. Allocation of grain supply over the entire crop year.
3. Risk avoidance for mills and other participants through “hedge” positions that “insure” against decreases in the value of stored grain.

In the absence of futures markets, grain and flour prices would almost certainly be determined less honestly and efficiently. Supply and prices would be less consistent since there would be no way to encourage sellers to defer grain sales to “future” positions during times of surplus, and, grain traders, millers and buyers of flour would shoulder huge risk in owning wheat and flour.

Futures & Basis Markets

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<td>7/18</td>
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<td>8/16</td>
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Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

This Chart is meant to indicate Market Direction Only.
<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>UPDATE FOR</th>
<th>MARKET PRICING DIRECTION</th>
<th>MARKET UPDATE COMMENTS</th>
<th>MARKET EXPERT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catfish, Domestic</td>
<td>July 2020</td>
<td>⬇️</td>
<td>THE MARKET IS UNSETTLED. DOMESTIC CATFISH FEEDINGS AND PROCESSING WERE DOWN IN MAY. SUPPLIES ARE EXPECTED TO TIGHTEN. END USERS THAT HAVE A PREFERENCE FOR PRODUCT OF THE USA CATFISH ARE ADVISED TO TAKE POSITION NOW.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Catfish, Imported</td>
<td>July 2020</td>
<td>⬇️</td>
<td>CHINESE CATFISH SUPPLIES TO THE US ARE ON THE UPSWING AND THE MARKET IS UNDER DOWNWARDS PRESSURE. WE EXPECT CHINESE CATFISH DEMAND TO INCREASE AS DOMESTIC SUPPLIES TIGHTEN.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Clams, Arctic Surf</td>
<td>July 2020</td>
<td>⬆️</td>
<td>FROZEN CLAM SUPPLIES ARE FORECAST TO RUN THIN BY Q4 WHICH COULD SUPPORT HIGHER PRICING. NOW IS GOOD TIME TO LOCK IN FROZEN INVENTORY AT REASONABLE PRICES.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Cod, Atlantic</td>
<td>July 2020</td>
<td>⬇️</td>
<td>Pricing has taken a steady decline on the raw material since the outset of the Covid 19. Expectation is by late summer and into the fall pricing will stabilize and then revert to moving back to pre Covid pricing.</td>
<td>High Liner Foods</td>
</tr>
<tr>
<td>Cod, Atlantic</td>
<td>July 2020</td>
<td>⬇️</td>
<td>THE MARKET IS SOFTENING AND PRICES WILL LIKELY CONTINUE TO WEAKEN THROUGH THE SUMMER. ALL INDICATIONS ARE THAT THIS SUMMER WILL BE AN OPTIMAL TIME TO TAKE LONG-TERM INVENTORY POSITIONS, TEMPERED BY UNSOLD US INVENTORIES AND UNPREDICTABLE DEMAND IN THE US MARKET.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Cod, Pacific</td>
<td>July 2020</td>
<td>⬇️</td>
<td>Quota was decreased this year and the expectation is that next years quota could be reduced again. Pricing has been declining and will continue into the fall when it should stabilize than by years end go upward.</td>
<td>High Liner Foods</td>
</tr>
<tr>
<td>Product</td>
<td>Month</td>
<td>Indicator</td>
<td>Description</td>
<td>Company</td>
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<tr>
<td>Crab, King</td>
<td>July</td>
<td></td>
<td>THE FROZEN KING CRAB MARKET IS STEADY AT ELEVATED LEVELS AND SUPPLIES ARE THIN. KING CRAB DEMAND IS CURRENTLY ACTIVE. WE RECOMMEND BUYING KING CRAB ON AS NEEDED BASIS AS THE FOODSERVICE SECTOR CONTINUES TO NAVIGATE THROUGH POCKETS OF DEMAND HIGHER PRICED SEAFOOD COMMODITY ITEMS.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Crab, Snow</td>
<td>July</td>
<td></td>
<td>CANADIAN SNOW CRAB FISHING IS CONCLUDED FOR THE SEASON. MOST PRODUCT HAS BEEN SOLD INTO THE US MARKETPLACE. AVAILABLE SUPPLIES ARE SPOTTY AND PRICES HAVE SPIKED SHARPLY IN A MATTER OF WEEKS FROM BRISK DEMAND. THE NEXT BEST TIME TO TAKE A POSITION ON SNOW CRAB COULD BE ON ALASKAN PRODUCT IN THE FALL.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Crabmeat - Blue Swimming, Pasteurized</td>
<td>July</td>
<td></td>
<td>Blue Swimming: We are nearing the bottom in terms of prices for product on hand in US, as importers looked to spark purchases and turn inventory into cash to be able to buy after ramadan. In Indonesia 25% of fishing boats have yet to set sail after Ramaddan as they remained docked due to COVID, initial reports of boats that went our last couple of weeks are landings are not significant enough and prices are strong as importers are paying more for raw material beach side, in addition the Rupiah (Indonesian Currency) has appreciated vs USD (8% approx) therefore prices are higher and expect to continue to rise in the near future in US (within 90 days for sure). The rainy Season in Indonesia does not start until late October or as it has happened in teh past as late as January, this is the HIGH PICK SEASON.</td>
<td>Supreme Crab and Seafood</td>
</tr>
<tr>
<td>Crabmeat - Red, Pasteurized</td>
<td>July</td>
<td></td>
<td>China market in US remains soft, importers are scrambling to move inventory that is getting dated at extremely low prices, China is on their 90 day conservation, so bigger importers are managing inventories for contract and regular business as new production wont arrive until Early October and that will depend on landings in August when season begins. As inventories reach desired inventories the softening trend will stop and we will see a settling of the market.</td>
<td>Supreme Crab and Seafood</td>
</tr>
<tr>
<td>Frog Legs</td>
<td>July</td>
<td></td>
<td>Demand has slowed and product available, prices easing</td>
<td>Stavis Seafoods</td>
</tr>
<tr>
<td>Haddock</td>
<td>July</td>
<td></td>
<td>Pricing is falling and we will see pretty significant price decreases late summer/early fall. Pricing should stabilize by year end and than move back upward in early 2021.</td>
<td>High Liner Foods</td>
</tr>
<tr>
<td>Haddock</td>
<td>July</td>
<td></td>
<td>Twice and single frozen inventories are in stock. Markets are steady to weaker due to uncertanty from COVID19.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Product</td>
<td>Month</td>
<td>Notes</td>
<td>Source</td>
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<tr>
<td>Lobster, Canadian/N.E.</td>
<td>July</td>
<td>Lobster prices are firming as summer demand has started to reverse months of market declines. Inventories are flowing and processors are moving new raw material through the pipeline. Canadian fishing is concluded. Maine fishing will not start until September.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Mahi</td>
<td>July</td>
<td>Frozen Mahi inventories are well supplied with restaurant demand sluggish due to COVID-19. Pricing is steady to weaker. New season production from Central &amp; South America will not reach the US market until Q1 2021.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Pangasius (Swai)</td>
<td>July</td>
<td>Pangasius market prices appear to have completed a market correction back down to historical averages. The market should remain steady at current levels through the summer.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Pangasius (Swai)</td>
<td>July</td>
<td>Market slowly recovering as demand is slowly overtaking supply. Due to depressed prices, farmers early in the year were hesitant to seed ponds and now were starting to see some slight shortages and slight price increases. Expect the market to remain steady to firm at this point.</td>
<td>H &amp; N Group</td>
<td></td>
</tr>
<tr>
<td>Pollock, Alaskan</td>
<td>July</td>
<td>The Alaska Pollock fillet market is rated steady and is among the few seafood commodity markets expected to perform mostly within historical norms despite highly atypical market conditions in 2020.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Pollock, Chinese</td>
<td>July</td>
<td>Due to the Covid virus the &quot;B&quot; season will be a challenge and could possibly be extended. Pricing will remain low for the foreseeable future.</td>
<td>High Liner Foods</td>
<td></td>
</tr>
<tr>
<td>Salmon, Atlantic</td>
<td>July</td>
<td>We expect the frozen farmed Chilean Atlantic salmon market to remain steady and represent an opportunity for program business as the Chilean fresh market navigates through a &quot;rollercoaster&quot; market for the rest of 2020.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Salmon, Pacific</td>
<td>July</td>
<td>We expect the frozen Keta salmon market to be comparatively steady for the balance of 2020 versus the rest of the global salmon complex.</td>
<td>Slade Gorton</td>
<td></td>
</tr>
<tr>
<td>Scallops, Domestic</td>
<td>July</td>
<td>The market is under upwards pressure to start the summer. Restaurant reopenings and a slow start to new season production have combined to raise prices. Now is the best time to take an inventory position on prime sizes of frozen US sea scallops for the balance of 2020.</td>
<td>Slade Gorton</td>
<td></td>
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<tr>
<td>Species</td>
<td>Month</td>
<td>Direction</td>
<td>Notes</td>
<td>Source</td>
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<tr>
<td>Shrimp, Asian, Black Tiger</td>
<td>July 2020</td>
<td>▲</td>
<td>The IDR exchange rate is improving further against USD. As until now, the BT raw material price is still stable. The supply for the smaller sizes, especially size 26/30 and 31/40 are less available. The medium to the bigger sizes are currently more available (16/20 and 13/15). However, the packers state that their Japanese customers are interested to place more orders on the medium and smaller sizes (16/20 – 31/40 BT HLSO) which they are supplying mostly to the retailers. Besides they still have some inventories on the bigger sizes, the demand is also not much since they are supplying the bigger sizes to the restaurants.</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Shrimp, Asian, Black Tiger</td>
<td>July 2020</td>
<td>▲</td>
<td>Firm prices - shortage of product</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Shrimp, Asian, White</td>
<td>July 2020</td>
<td>▼</td>
<td>Prices firm or even higher. Due to covid-19 there is lockdown in India. Less workers and less raw material with high costs</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Shrimp, Asian, White</td>
<td>July 2020</td>
<td>▲</td>
<td>WE EXPECT THE SHRIMP MARKET TO CONTINUE TO TREND IN AN UPWARDS DIRECTION THROUGH THE SUMMER AND INTO FALL AS PRODUCTION IN MAJOR PRODUCING REGIONS RECOVERS FROM SHORTAGES CAUSED BY COVID19</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Shrimp, Mexican</td>
<td>July 2020</td>
<td>▼</td>
<td>The season is due by mid of July with small size. Prices are not provided yet, until mid of July</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Shrimp, South / Central American</td>
<td>July 2020</td>
<td>▼</td>
<td>Ecuador: Lack of workers, firm prices, less production. We expect shortage of product by end of May and June. Asian is placing more hoso orders, which benefit the fix costs. There would be less Hoso block due to shortage of workers.</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Squid, Loligo</td>
<td>July 2020</td>
<td>▼</td>
<td>SQUID MARKET PRICES FOR BOTH LOLIGO AND TODARODES ARE STEADY SUPPORTED BY HIGHER REPLACEMENT COSTS FROM CHINA. THERE DOES NOT SEEM TO BE A NEED TO TAKE INVENTORY POSITIONS ON SQUID AT THIS TIME.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Squid, Todarodes</td>
<td>July 2020</td>
<td>▼</td>
<td>SQUID MARKET PRICES FOR BOTH LOLIGO AND TODARODES ARE STEADY SUPPORTED BY HIGHER REPLACEMENT COSTS FROM CHINA. THERE DOES NOT SEEM TO BE A NEED TO TAKE INVENTORY POSITIONS ON SQUID AT THIS TIME.</td>
<td>Slade Gorton</td>
</tr>
<tr>
<td>Tilapia</td>
<td>July 2020</td>
<td>▼</td>
<td>Most of the factories have full orders for May and still are running full capacity. Prices are firm/steady currently and expected to remain so as supermarkets continue to place orders.</td>
<td>H &amp; N Group</td>
</tr>
<tr>
<td>Tilapia</td>
<td>July 2020</td>
<td>▼</td>
<td>THE MARKET SHOULD CONTINUE TO REMAIN STEADY THROUGH THE SUMMER.</td>
<td>Slade Gorton</td>
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**Species Color Coding Key**

<table>
<thead>
<tr>
<th>CRUSTACEAN</th>
<th>CEPHALOPOD</th>
<th>FIN FISH</th>
<th>MOLLUSK</th>
<th>OTHER</th>
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**Market Direction Key**

- INFLATION: ▲
- DEFLATION: ▼
- STEADY: ❌
- UNSTEADY: △
Chef Lenny’s Cajun Style Seasoning
Distributed by: Cheney Brothers
1 Cheney Way
Riviera Beach, FL, 33404
800-432-1341

Testimonials

“We are originally from New Orleans and love heat. I used it in my 100 year old recipe for squash casserole. It was the best casserole I ever made. My family asked me what I did different. I told them chef Lenny!!”

“Just the right amount of spice. Not too salty or spicy, just the right level of flavor, subtle & evenly distributed. Excellent on a hoki roll!”

“A good cajun seasoning. I can taste different spices rolling over the tongue, one after the other.”

“Bangin’”

* 9oz net Shaker
* Available in cases
* CBI #10111705

Suggested Culinary Applications

<table>
<thead>
<tr>
<th>Season on French Fries</th>
<th>Use as a rub on all Meats &amp; Fish</th>
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<tbody>
<tr>
<td>Enhancing flavor for soups and salads</td>
<td>Flavored dipping or cooking oil</td>
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<tr>
<td>Corn on the Cob</td>
<td>use as a marinade for all proteins</td>
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<tr>
<td>Blend in a Bloody Mary.</td>
<td>Many More applications:</td>
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<tr>
<td>Sprinkle on Popcorn</td>
<td>Go to our website to discover more recipes:</td>
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<tr>
<td></td>
<td><a href="http://www.cheflennyseasonings.com">www.cheflennyseasonings.com</a></td>
</tr>
</tbody>
</table>

Enjoy the Flavor you’ve been waiting for!!!

r7-22-20
GRILLED BLUEFIN TUNA
WITH SEA SCALLOPS AND CAJUN-STYLE SEASONING

Serves 2

INGREDIENTS
2 8-ounce portions of bluefin tuna
10 Large dry scallops
6 ounces fresh snow peas
1 tomato, diced
3 cloves of minced garlic
1 teaspoon minced ginger
1 teaspoon chiffonade of basil
(cut into thin strips)
1 teaspoon chopped chives
4 tablespoons butter
1/2 cup of grape tomatoes, cut into halves
1/4 cup chopped red onion
1/2 cup fresh baby spinach
salt and pepper
1 teaspoon Chef Lenny’s Cajun-style seasoning

METHOD
In a medium-sized sauce pan, melt butter and sweat onions, ginger and garlic until soft. Add chopped tomatoes, half the herbs and of course Chef Lenny’s Cajun-style seasoning. Set aside to cool. Take Tuna and Scallops and coat with melted seasoned butter. Preheat grill on high heat and sear to your temperature liking. I prefer medium rare for tuna and medium on scallops. Set protein aside and bring sauté pan to medium high to cook snow peas, grape tomatoes, and spinach until al dente. Place cooked vegetables on plate as a base then top with grilled tuna and border with scallops. Buon Appetito!

EXECUTIVE CHEF LEONARD STROBEL
Better known as "Captain Cook," Capt./Chef Lenny Strobel has been an avid bluewater tournament fisherman for the past 30 years. A graduate of the Academy of Culinary Arts in Atlantic City, NJ. A new addition to Chef Lenny’s passion is Chef Lenny’s Cajun Seasoning by SoulMate Spices, LLC. For more information or to order online visit www.cheflennyseasonings.com or just call 609-878-8033. You can also find them on Facebook at Chef Lenny’s Seasonings.

CALLING ALL COOKS
If you know of a great chef or restaurant you’d like to see featured in our “Guest Chef” column, contact Big Game Fishing Journal at 800-827-4468.
Dairy Update

Butter

Butter continued to bounce this past week, going up early, down in the middle then up again on Friday to close up .0300 at 1.5150.

- Retail sales are the one thing keeping the butter market from falling. Food service demand did kick in a bit in May and June as many places opened to 50% seating, but with many places pulling back to 25% or going back to take out or delivery only, demand has slowed again.

- So many weddings have been put off until 2021 in hopes of having a “normal” ceremony. Graduation parties were non-existent, and other parties were cancelled or held at home with much smaller guest lists. This also held down butter demand.

- Domestic spot butter pricing is just a couple of pennies higher than the GDT, which is checking in after this past Tuesday’s trading session at 1.4900 per lb.

- The extended heat wave has certainly helped retail sales of ice cream, but sales at places like Dairy Queen and other ice cream stands have been slower in many parts of the country due to people not wanting to stand in the heat and wear a mask.

- The USDA box program for stage 3 has not yet been awarded. We will see how much butter is used in these boxes. While butter is a good item to fill these boxes, the item to fill them with would be retail quarters and they are in short supply.

Cheese

Block and barrel both lost .1700 this past week to close at 1.6500 and 1.3300, respectively.

- Domestic cheddar is now about .0900 high to the GDT price, although a weaker dollar could see some export opportunities start to present themselves.

- The block/barrel spread held steady this week. It is currently at .3300 for the 2nd week in a row.

- It appears that the pipeline may be full although it appears that what we may be seeing is buyers holding off as markets dropped and only buying sporadically because they do not want to get caught with perishable product if everything shuts down again.

- We could also see a reaction to schools starting virtually in large parts of the country which means milk demand usually picked up by school feeding programs will not be as robust at least early in the school year. Some of this will be picked up at retail as kids drink more milk at home but not all of it so it is likely some of the excess milk could end up in the cheese vats.

- Trading was down on the CME with a total of 37 loads traded. There were 9 loads of block and 28 loads of barrel traded.
BEEF COMMENTARY
The firmer bias that was noted through the marketplace continued through the current 5-day period. Interest has continued to be seen throughout the carcass for a number of key items. Loins, ribs and rounds have seen notable retail demand for the spot market for current features and then holiday items. Chucks and grinds are also supported but not quite as strong. Since the restaurant business has yet to see much relief due to COVID-19, retailers and wholesale club stores have stepped in to gather this additional product. Features have remained on the thinner side but consumers need for product has not fallen off which has hindered potential features. Packers continue to note thinner spot supplies as production is still in some capacity affected by the pandemic. With the end of summer holiday approaching and schools going back to some sort of “in session” this year has looked a bit different for the boxed beef market. Lack of school lunch business has also reallocated inventories, as opposed to past years.

GROUND BEEF:
Overall, grinds have made a bit of improvement as end of summer demand has been noted. However, compared to other key items these increases have been at much less aggressive rates. Very few features have been seen for ground beef as consumers have continued to purchase without them.

MARKET OUTFRONT:
The bottom line is this— Grinds will be up .08 -.10 cents for next week. The round and chuck cuts will be up .15 to .25 cents per lb. The market on strips will be up higher (.25-.40 per lb.), Tenders and rib eyes will be up .25 -.50 cents per lb. Thin meats and flap meat are on the rise .20 per lb. Bottom line – the entire market is red hot for one more week.

HAVE A GREAT WEEK!
August 24, 2020 (Week 35)

**ARTICHOKEs**
- Supply: Limited
- Quality: Excellent
- Limited promotable volume available.
- Shipping from: Castroville

**ASPARAGUS**
- Supply: Out
- Quality: Out
- Organic asparagus season has ended. Seasonal availability: January through March.

**BROCCOLI**
- Supply: Good
- Quality: Fair
- Promotable volume available.
- Shipping from: Castroville

**BEETS**
- Supply: Good
- Quality: Fair
- Shipping from: Castroville
BRUSSELS SPROUTS

Supply: Fair  
Quality: Fair*  
Aphid pressure.

Shipping From:
CA Castroville

CAULIFLOWER

Supply: Good  
Quality: Good  
Promotable volume available.

Shipping From:
CA Castroville

CELERY & CELERY HEARTS

Supply: Good  
Quality: Good  
Promotable volume available for the month of August into September.

Shipping From:
CA Castroville

CILANTRO

Supply: Good  
Quality: Good  

Shipping From:
CA Castroville
FENNEL - SWEET ANISE

SUPPLY: GOOD  QUALITY: GOOD

SHIPPING FROM:

CA CASTROVILLE

ICEBERG LETTUCE

SUPPLY: GOOD  QUALITY: GOOD

SHIPPING FROM:

CA CASTROVILLE

MIXED LEAF

SUPPLY: FAIR  QUALITY: GOOD

PARSLEY - CURLY

SUPPLY: OUT  QUALITY: OUT

Fair supply this week and increased supply the week of August 31st.

Promotable volume available.
PARSLEY - ITALIAN

SUPPLY: OUT  QUALITY: OUT

ROMAINE HEARTS

SUPPLY: FAIR  QUALITY: GOOD
Fair supply this week and increased supply the week of August 31st.

SHIPPING FROM:
CA CASTROVILLE

SPINACH

SUPPLY: GOOD  QUALITY: GOOD
Promotable volume available for the next 2 weeks.

SHIPPING FROM:
CA CASTROVILLE

SWEET BABY BROCCOLI

SUPPLY: GOOD  QUALITY: FAIR*
Light aphid pressure.

SHIPPING FROM:
CA CASTROVILLE
NATIONAL WEATHER SPOTLIGHT
Last Week’s Precipitation Totals and Average Temperature Deviations

PRODUCE BAROMETER

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUALITY</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bell Pepper</td>
<td>Vaned</td>
<td>E-Lower; W-Lower</td>
</tr>
<tr>
<td>Cucumber</td>
<td>Mostly Good</td>
<td>E-Steady; W-Higher</td>
</tr>
<tr>
<td>Eggplant</td>
<td>Mostly Good</td>
<td>E-Lower; W-Steady</td>
</tr>
<tr>
<td>Green Beans</td>
<td>Vaned</td>
<td>E-Lower; W-Steady</td>
</tr>
<tr>
<td>Jalapenos</td>
<td>Good</td>
<td>E-Steady; W-Steady</td>
</tr>
<tr>
<td>Squash-Hard</td>
<td>Vaned</td>
<td>E-Higher; W-Steady</td>
</tr>
<tr>
<td>Squash-Soft</td>
<td>Varied</td>
<td>E-Steady; W-Lower</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>Fair to Good</td>
<td>E-Lower; W-Lower</td>
</tr>
</tbody>
</table>

AUGUST CALENDAR
All Month
National Sandwich Month
August 25th
National Whiskey Sour Day
August 27th
National Burger Day
August 29th
More Herbs, Less Salt Day
August 31st
National South Carolina Day
Eat Outside Day

Manteca, CA Weather

<table>
<thead>
<tr>
<th>Day</th>
<th>Temp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat Aug 22</td>
<td>96°F</td>
</tr>
<tr>
<td>Sun Aug 23</td>
<td>98°F</td>
</tr>
<tr>
<td>Mon Aug 24</td>
<td>98°F</td>
</tr>
<tr>
<td>Tue Aug 25</td>
<td>96°F</td>
</tr>
<tr>
<td>Wed Aug 26</td>
<td>96°F</td>
</tr>
<tr>
<td>Sat Aug 27</td>
<td>71°F</td>
</tr>
<tr>
<td>Sun Aug 28</td>
<td>71°F</td>
</tr>
<tr>
<td>Mon Aug 29</td>
<td>71°F</td>
</tr>
<tr>
<td>Tue Aug 30</td>
<td>68°F</td>
</tr>
<tr>
<td>Wed Aug 31</td>
<td>64°F</td>
</tr>
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</table>
Mission Statement

“Never content to rest on our laurels, we strive to continuously improve and innovate our products and services. This commitment to excellence has served our customers well for more than 90 years, and continues to serve as our standard for success.”

Our Promise

We insist upon top quality products from nationally recognized manufacturers. Our broad inventory consists of more than 64,000 stocked items, from gourmet to everyday. Never content to rest on our laurels, we strive to continuously improve and innovate our products and services. This commitment to excellence has served our customers well for more than 90 years, and continues to serve as our standard for success.

We understand that our customers rely on accurate and prompt deliveries. Our technological systems ensure that every order reaches customers on time and in optimal condition. Our state-of-the-art warehousing systems process every order with precision. A fleet of modern, temperature-controlled delivery trucks is equipped with satellite positioning technology to provide customers with faster, more efficient deliveries. These advances inspire customer confidence and satisfaction, which has been our goal since 1925.