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
Soy Complex

Another calm overnight trading session before the open and then dropping down. The majority of the evening was spent trading in a 20 point range before opening and dropping 150 points. The trading closed down 107 points to 52.85.

Thursday means it is time for us to discuss our bull case for oil and Friday we will go over the bear case. The only soybean numbers that we will receive this week come from the April WASDE on Friday. Most analysts don’t expect any big shakeups but with the way the market currently moves, any change could have a larger shadow. If the WASDE shows any pullback in the soybean stocks number then we could see an oversized reaction upwards. The Green New Deal has gotten quite a lot of airtime in recent months as politicians are pining for the American people to give up the fossil fuels and move into renewable sources. With the generous tax credits for renewable diesel, gas companies are putting in the money to build renewable plants and use even larger quantities of veg oils. In the short-term, our biggest issue is the oil driving the entire soy complex. Soybean crush is not keeping up with the gains in oil and we are quite simply filling all the silos. With planned downtime of crushers we could see longer than normal periods because it isn’t as profitable right now. Less crushing means less oil for us and higher prices on the board. The admission by China of an African Swine Fever comeback could reach veg oils once again. If the Chinese herd has widespread culling, the rebuilding of the herd will require large feed purchases. There have also been some reports about the Chinese rapeseed crop facing moisture issues once again. Right now all the veg oils are being driven by soybean oil but a break in palm or canola could provide relief.

Macroeconomics

Another strange day trading in equities as 2 of the 3 indices closed with a winner. The Dow gained 16 points to 33,446 while the S&P grabbed 6 to 4,080. The NASDAQ was the one loser with a 9 point drop to 13,689.

The S&P hit another record as it closed at its highest level ever. The market wasn’t very excited as the FOMC minutes were released and the market was disappointed by the big reveal. Looking around, there wasn’t much to get excited about. The 10 year treasury went down but tech stocks didn’t celebrate. The day felt like a wait and see day in the market. The Federal Reserve is in no hurry to raise rates but experts don’t believe the bond buying will continue as the recoveryhumes along.

Opening Call

Soybeans — down 1-3 cents
Soymeal — UNCH to down $1
Soy Oil — up 5-15 points

Calendar

Today: Initial jobless, continuing jobless claims
Friday: Producer price index

Quotable:

“Success in this game depends less on strength of body than strength of mind and character.”

-Arnold Palmer
March 31, 2021

Dear Valued Customers:

The Tropicana 14oz portfolio is experiencing short-term production disruptions.

As a result, Tropicana 14oz skus will see product availability issues through May 29, 2021. We will provide updates on this timing if appropriate. In addition, the following items will be temporarily suspended upon depletion of inventory:

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<thead>
<tr>
<th>Material</th>
<th>Item Description</th>
</tr>
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<tbody>
<tr>
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<td>PP 14OZ 12CS OJHS CTN</td>
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<tr>
<td>10048500018627000</td>
<td>PP 14OZ 12CS ORPA CTN</td>
</tr>
</tbody>
</table>

We regret the inconvenience this causes. If you have any questions, please contact your customer logistics specialist or your account manager for additional information.

Regards,

[Signature]

Janice Chopra
Vice President, Sales
PepsiCo Beverages North America – Juice Plus
4-7-2021

FR: Gielow Pickles
RE: Pickle Shortages Update

The cooler than normal weather, in key Florida growing areas, continues to exacerbate an already depleted pickle cucumber supply affecting the whole pickle industry. There will continue to be shortages on all the key pickle varieties including Brickman and Gielow chips, wholes, spears, and sandwich strips.

We expect these shortages to continue for another two weeks as the Florida crop harvest is beginning in earnest. As May approaches, we should see all orders return to normal fill rates.

We thank you for your patience as we work through some of the worst pickle cucumber shortages in several years, and are doing everything we can, to get what cucumbers we can in and packed in a timely manner.

Sincerely,

Gielow Pickles
Ideal Markets
Bakery | Butcher Overglove | Confections | Foodservice | Food Processing | Grocery

LOW-COST, HIGH-DEXTERITY POLY WANTS A BETTER FIT!

Now, there’s an alternative to loose-fitting, shapeless poly gloves. Ideal in the kitchen and for general-purpose use, Stretch Poly Gloves from Volk Protective Products fit workers’ hands more closely, thanks to Volk’s “stretch-to-fit” memory technology. Stretch Poly provides superior elasticity—and thus a better fit—compared to traditional polyethylene, vinyl, and other synthetic gloves. And they’re completely latex free.

Stretch Poly offers all the benefits of Volk’s standard polyethylene gloves and then ups the value with longer wear and greater durability, form-fitting design, improved dexterity, better tactile sensitivity, and a price that can help stretch the budget, too.

This innovative rendition of poly gloves is not just better fitting and longer wearing. Stretch Poly is a great, environmentally friendly alternative to oil-based PVC (vinyl) gloves.

US Headquarters: 3287 Southwest Blvd • Grove City, OH 43123 • P 800-856-2852 • www.volkprotectiveproducts.com
Barrier Protection

Stretch Polyethylene Single-Use Gloves
- Form fitting, with increased elasticity for improved dexterity
- Ambidextrous, straight cuff, wrist length
- Easy to put on and take off, with no powder "cloud"
- Ideal for food prep, serving, and catering
- Less hand fatigue—no curling fingers to try to keep gloves on
- Polyethylene resin fully complies with FDA Rule 177.1520 for food contact
- Contains no natural rubber latex—so no concerns about latex allergies

Increased elasticity for improved dexterity. Excellent fit and value for tasks requiring barrier-protection and superior handling.

Clean Hand® Single-Use Stretch Poly
Food handlers can be more productive when they don’t have to worry about their gloves sliding off. And while Stretch Poly is all about better fit, the silky surface allows for easy donning without the need for powder. All this and an affordable price, too.

<table>
<thead>
<tr>
<th>Cheney #</th>
<th>Volk #</th>
<th>Size</th>
<th>Description</th>
<th>Pack Sz</th>
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<td>X-Large</td>
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<td>200/bx, 5bx/per case</td>
</tr>
</tbody>
</table>
April 1, 2021

Dear Sterno Customer:

By now, the personal and economic tolls of the pandemic are well documented. For our part, as a leader in the industry, Sterno has remained both open for business and committed to bringing high-quality products and best-in-class service and support to our customers during these very challenging times. We have also continued to leverage our buying power and scale to mitigate and avoid much-publicized increases in areas such as material and component costs, freight, and other costs of doing business. At this time, however, Sterno is no longer able to unilaterally absorb these increases. As a result, Sterno is announcing the following product category increases effective May 1, 2021:

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butane Fuel &amp; Lighters</td>
<td>3%</td>
</tr>
<tr>
<td>Chafing Fuel – Ethanol &amp; Wick</td>
<td>6%</td>
</tr>
<tr>
<td>Chafing Fuel – Methanol</td>
<td>4%</td>
</tr>
<tr>
<td>Delivery Bags &amp; IFC’s</td>
<td>0%</td>
</tr>
<tr>
<td>Equipment &amp; Party Sets*</td>
<td>5%</td>
</tr>
<tr>
<td>Hand Hygiene</td>
<td>0%</td>
</tr>
<tr>
<td>Lamps &amp; Flameless</td>
<td>0%</td>
</tr>
<tr>
<td>Liquid Wax</td>
<td>3%</td>
</tr>
<tr>
<td>Traditional Wax</td>
<td>3%</td>
</tr>
</tbody>
</table>

(*Excludes SpeedHeat)

Prior to the onset of the pandemic, Sterno had just completed its Carbon Footprint Reduction Initiative, had expanded use of its SmartCan safety technology, and had seen significant gains in the adoption and use of SpeedHeat, its revolutionary flameless heating system. Each of the aforementioned measures, along with its investment and entry into the Hand Hygiene category, position Sterno well to respond to the needs of its customers with on-trend solutions into the next phases of economic recovery and beyond.

On behalf of Sterno employees, your business, understanding, and continued support are much appreciated.

Should you have any questions, please contact your Sterno Sales Representative for assistance.

Sincerely,

Scott Rylko
Senior Vice President of Sales
January 7, 2021

Dear Shasta Beverages’ Valued Customers:

We at Shasta Beverages regard you, our valued customer, as the prime focal point of all our business transactions. Meeting your needs and requirements, as well as, exceeding your expectations, is an essential component in all our customer service processes. The past few months have been a trying time for our industry. Shasta is not immune to this and has done a good job of keeping everyone in stock, working diligently with our distributors to meet their needs.

As I’m sure you are aware, there is a major can shortage in the US as the demand has drastically increased. All major soda and beer companies are struggling to acquire cans to keep up with demand. Shasta is okay on our 8oz demand, but has received a price increase from our can manufacturer. Transportation is still an issue with there being more demand than drivers. Therefore, Shasta is announcing a price increase effective May 1, 2021.

Once again, we want to express our appreciation for your business and remain committed to exceeding your expectations in the future.

Sincerely,

Mickey Jones
Executive Vice President / General Manager

Attachment: New Program Summary Effective May 1, 2021
Market Report April 2021

Scallop season has commenced April 1, 2021 and while this should give us all hope that pricing should weaken, factors, discussed in this letter, are tempering any early decrease.

Factors -
- 2021 season is predicted to decline by 15% compared to 2020 – estimate of 8M lbs. less raw material.
- Total estimated supply for 2021 40M lbs.
  - 2020 – 48M lbs.
  - 2019 – 60.6M lbs.
- Declining supply coupled with strong retail sales have contributed to strong prices.
- Inventories remain low on all sizes but especially large – U/12 and bigger.
- Pandemic of 2020 curtailed any export of domestic scallops. If export ramps back up for 2021, look for the supply to be further strained.

At Present –
- Boats are fishing and product is entering the auction.
- Current landings show most of the scallops are sized smaller than 10/20ct.
- Current Auction pricing has U/10 scallops selling for over $22/lb.
- Scallop processing plants are challenged to stock production line with workers due to Gov’t. payroll subsidies.

Forecast –
- Expect current pricing to increase – especially on the U/12ct and larger scallops.
- Potential ease of pricing end of Q2 2021 but depends on landings, counts, and exports.

Conclusion –
- While pricing continues to be strong, domestic scallops are still a better value compared to other high end seafood proteins such as Lobster Tails, Snow Crab Clusters, King Crab Legs.
- Value will be in the 10/20ct and smaller. Key will be to educate the end user to move to these sizes – add more scallops to the dish and save on portion costs.

Thank You,

Terence D Molloy

Chesapeake Bay Packing, LLC.
BRC CERTIFIED- SUPERIOR RATING
800 Terminal Ave
Newport News, Virginia 23607

www.chesapeakebaypacking.com
Dear Valued Customer,

We are experiencing mechanical issues with the can line in our North Carolina production facility necessitating maintenance that will likely result in lost production time for our 5.5oz canned juice assortment over the next 2 weeks.

Our local teams will be conducting testing and maintenance through this week and weekend to prepare for the installation of some important new equipment that will fix the problem long term. In the meantime, we will be producing on a limited schedule as is it is feasible in an effort to mitigate the short-term product shortages.

We will do our best to communicate updates on expected product availability and a full resolution of the issue. Our customer service team will offer substitute options as they are available, and would ask that your markets plan for longer than normal lead times on this assortment for the next few weeks. We apologize for this inconvenience and appreciate your partnership as we work to resolve the issue.

Sincerely,

Josh Beer
Sales Manager
To: Our Valued Customers
CC: Sales Organization & Brokers
From: Josianne Legare
Date: April 7th, 2021
Re: Price changes Effective June 7th, 2021

Dear Customer:
This letter is to advise you that Lassonde Pappas will be increasing pricing for certain products as referenced in the list included herein. These increases will be effective on all orders received on or after 6/6/21. This action is driven by recent cost increases in key raw materials, including Concord grape, prune, pineapple, and grapefruit juices as well as Cranberry Sauce which have been a result of adverse crop conditions affecting these inputs.

**Grape:** The Concord grape increase results from continued grower reduction in the industry. This continued reduction against the average yield helped drive a third straight year of market increased pricing.

**Prune:** The two largest prune producing markets in the world (Chile & California) have experienced severe drought and wildfires impacting production and yield for 2021.

**Pineapple:** Thailand (the largest producer of pineapple for processing) experienced winter crops considered to be “disastrous”, yielding only a small fraction of what is considered normal. Pineapple concentrate pricing has been increasing steadily over the past 18 months.

**Grapefruit:** Damages to crops in the number one grapefruit producing state of Texas along with continued shortages in Florida from greening have increased pricing of this concentrate.

**Cranberry Sauce:** Berry inventories have dropped by 51% while prices have risen 56% since 2017. Limitations set by the USDA in 2017 and 2018 on total cranberry tonnage, followed by subsequent poor crops in 2019 and 2020 have increased pricing on Cranberries.

Please be advised that due to supply constraints, we are not allowing customers to forward buy products and will not be offering any price protection. We will monitor customer orders leading up to the effective date of the price increase and reserve the right to cancel or delay orders that are inconsistent with historical order patterns.

Enclosed with this notification you will find a new price list that details the new pricing and highlights the items changed. If you have any questions regarding the above changes, please contact your local Lassonde Pappas Representative. We appreciate your understanding and continued support.

Josianne Legare
Sr. Vice-President Sales, Lassonde Pappas
Ocean Spray Cranberries, Inc.
One Ocean Spray Drive
Lakeville-Middleboro, MA 02349
508-946-1000

March 26, 2021

Dear Valued Foodservice Customer:

We are writing to provide an update on some recent service interruptions on our 32oz Bar Pac Line caused by a combination of bottle supply and production capacity in our beverage network. We are continuing with various efforts to procure adequate supply to meet your demand and have subsequent production scheduled. As we ramp back up, we’ll continue to see some issues in April, followed by improvement in May, and projected recovery in June. We thank you for your patience and loyalty.

Sincerely,

[Signature]

Chris Domey
Director, Customer Operations & Logistics
Ocean Spray Cranberries, Inc.
One Ocean Spray Drive
Lakeville-Middleboro, MA 02349
508-946-1000

March 26, 2021

Dear Valued Foodservice Customer:

We are writing to provide an update on some recent service interruptions on our 60oz Orange Juice UPC 1003120033797 caused by a combination of bottle supply and production capacity primarily on the East coast but also affecting our entire beverage network. We are continuing with various efforts to procure adequate supply to meet your demand and have recovery production scheduled. As we ramp back up, we’ll continue to see some issues in April, followed by improvement in May, and projected recovery in June. We thank you for your patience and loyalty.

Sincerely,

[Signature]

Chris Domey
Director, Customer Operations & Logistics
**Mexico** – Holy week is upon us and we expect no pick/no pack starting the 31st thru Easter Sunday. Mexico is bringing in about 30% less fruit from the previous week. Inventories are expected to drop, and there will be some shortages. The size curve is peaking on 48’s with good supplies of #2s. We are hopeful that field and market prices will start to decrease once we get through the Easter holiday and into mid-April.

**California** – The volume has increased by about 25% this week. Rain has helped size up the crop but will still be smaller-sized this year due to the lack of rain as well as recent winds. Growers are reporting small sizes even on young trees. The size curve is heavy on 48s, 60s and smaller. Apeel equipment is operational in Santa Paula for California fruit.

**Peru** – June 2021 start date.

For next week:

<table>
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<tr>
<th>CHENEY 4/05/21</th>
<th>RIPE FOB</th>
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<tbody>
<tr>
<td></td>
<td>FL</td>
</tr>
<tr>
<td>#1's</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>$48.50</td>
</tr>
<tr>
<td>48</td>
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<tr>
<td>60</td>
<td>$42.50</td>
</tr>
<tr>
<td>70</td>
<td>$29.50</td>
</tr>
</tbody>
</table>

| #2's           |          |          |
| 40             | $39.50   | $38.50   |
| 48             | $39.50   | $38.50   |
| 60             | $34.50   | $33.50   |
| 70             | $25.50   | $24.50   |

Melissa Brucker | Food Service Account Manager  
1141A Cummings Road | Santa Paula, CA 93060  
Office (805) 921-3249 | Cell (805) 504-5423  
MelissaB@Calavo.com
BUTTER

Butter rebounded yet again this past week going up a whopping .1100. Butter is back up to 1.7750 as of close on Friday. • The jump in the market this past week came as only 7 loads were traded on the CME. This is likely an indication that many buyers feel there is a drop coming sooner rather than later. • Retail demand continues strong and while food service demand has picked up, it is still way behind pre-pandemic levels.

The Easter rush is over, and we have seen an immediate drop in the market of .11 this past week to close at 1.45. All eggs that will hit retail shelves before Easter have already been ordered. The drop this past week is not a good sign for egg manufacturers. The fact that the market dropped is not really the issue, it is that the market lost double digits. We could see markets tumble much further than previously expected. It was expected and hoped that egg markets would stay above 1.20. I would instead, look for markets to reach the low 1.10s or even 1.00s

CHEESE

Block cheese was down .0700 while barrel skipped up .0100 to close the week at 1.7200 and 1.4625, respectively. • The block barrel spread has held the last couple of weeks in the .2500 range. • There were 7 total loads of cheese traded on the CME. The combined 14 loads traded between butter and cheese is one of the lowest totals we have seen in recent memory.

The GDT continues to go up as worldwide demand for dairy products continues to surge as countries open a little more each month. • Butter finally had a down session on the GDT losing about 3% or .0750 on the 16th to close at a US equivalent of 2.5625. • This keeps overseas butter priced about .7500 high to domestic butter. • Export has picked up on butter as containers have become more readily available. We will see how long and how much it takes to move prices on either side of the globe. • Some interesting statistics are pointing to a definitive uptick in Food Service business: o Before the pandemic 59% of Families in the USA went out to eat at least once a week. o At the height of the pandemic, the number of families going out to eat nationally fell to about 16%. o Last month a national survey showed that the number of families going out to eat at least once a week is back to 37% and rising. o The pandemic and corresponding lockdowns is responsible for over 110,000 permanent restaurant closures and the loss of over 2.5 million jobs. Hopefully, new restaurants will pop up to replace many that were closed, and the result will be many new jobs in Food Service to replace those that were lost.

There are some residual issues from the storms and fires that were a result of the bad storms in Texas. o There are packaging issues being felt throughout the dairy industry. o Shortages for materials for things like film for cheese and cups for yogurt and other cultured products could affect supply in some areas of the country.
BEEF COMMENTARY
With the Easter and Passover holiday over many consumers were looking for items to feed their families as there was hope of moderate gatherings. Where consumers weren’t gathering at home, they were out and about at local restaurants where restrictions allowed. Last week brought additional support for most of the carcass. Thinner supplies and increased overall demand has helped to push spot market prices upward over the last couple weeks. As spring is here and buyers are looking into the summer months already, many have even started to talk about Father’s Day. Retailers and foodservice saw decent foot traffic over the holiday weekend.

GROUND BEEF:
Ground beef has continued to be the one part of the carcass that has lagged slightly. However, as the weather gets nicer and demand has slowly increased week-to-week prices have started to slowly bounce back

MARKET OUTFRONT:
The bottom line is this— Markets have strengthen to record highs due to the labor issues and higher demand now that states are lifting their restrictions and now rising fuel costs. Markets will continue to remain high for at least the next two weeks

Grinds will be up $.04 per lb.
The round cuts up $.07 to $15 per lb.
The chuck roll will be steady
The market on strips will be up $.10 to $.20 per lb.
Choice Tenders will be up $.80- $1.15 per lb.
Ribeye’s will be up $ .80 to $1.00 per Lb. The rib eye and tender markets are on fire due to the increased demand in both retail and food service sectors and short ages from our vendors. These markets are at record highs for this time of the year and will remain high until inventory levels return.

Thin meats and flap meat will be up $.50 per lb. again. Peeled skirts will be up another $.50 to $1.20 per lb. and chuck flap meat will remain at current levels due to the labor issues. Again Chuck Flap, Peeled skirts, and flap meat are all labor intensified. Until people come back to work we can expect these record levels.

HAVE A GREAT WEEK!
MARKET UPDATE

Round Tomatoes: New crops, great yields, and excellent weather have brought Florida round tomatoes on strong! The majority of Ruskin area growers have started now and are seeing good yields and quality. Lipman’s Estero harvests have been consistent and strong, even as we move into the last few weeks of production. The overall sizing profile is optimally dispersed, with the strongest numbers for big fruit and adequate supplies of other sizes available. West Mexico continues to be the focal area of Western production with both mature green and vine-ripe fruit available. Volume remains strong and should continue to be as we move into May. Eastern Mexico is also contributing to the cause with light to moderate volumes as they wait on Spring acreage.

Roma Tomatoes: Florida’s roma production is strong with mostly jumbo and XL sizing this week. Yields have been excellent and quality is very nice. Look for Florida’s Spring supply to remain consistent for the next few weeks as long as rain doesn’t become a factor. West Mexico’s volume has perked up this week as more Spring blocks in the north come into production and add to existing acreage. Supply is adequate and there are no major quality concerns to report. Baja is projected to start in a light way over the next 7-10 days.

Grape Tomatoes: There are still grapes available in the southern part of the state, but the majority of grape tomato production has transitioned up to the Ruskin/Palmetto area. Volumes are steady and quality is nice. Mexico is now seeing better volumes from the new Spring acreage which seems to be getting the job done. Quality has been good, although there is some product with color around as light demand has backed up inventories.

Bell Peppers: South Florida farms are harvesting mostly crown picks this week, which has brought a larger portion of jumbo-sized bells to the table. Older fields are producing mostly mediums and choice fruit so the in-between XL sizing is on the shy side. We’ll see Plant City and nearby areas get started over the next 10-14 days, which should increase volume and sizing choices. Quality has been good, especially from the newer fields. Shifting to the West, the Sinaloa area is just about done as temps hit upper 90s and the plants are much older. A few growers will still harvest for a couple more weeks but quality will likely become an issue. Sonora will continue to have volume for another 3-4 weeks which will close the gap going into the California desert. One grower in Thermal has already started and the rest of the desert should start up in the next 3 weeks.

Cucumbers: There are very few cucumbers in Florida this week due to the cooler weather last weekend. We’ll see more production going into the beginning of the week, but won’t see a significant increase in volume for another 7-10 days. There are some new growing areas between South Florida and Plant City that are slow to start but should also come into production soon. Spring crops have been slow to come in out of northern Mexico, causing a shortage of supply for the West this week. Although there’s still product in Sinaloa, these crops will start fading out soon as many growers didn’t take care of their plants during the prior cheap markets. We should see better supply next week as the Hermosillo/Guaymas/Obregon areas pick up in volume. Quality is very good on new-crop fruit, but we are starting to see less shelf life on culls from the older plantings.

Yellow and Zucchini Squashes: South Florida squash crops are in a bit of a lull this week as they are past a flush and cool Easter weekend weather slowed things down a bit. Plant City has started in a light way, with more volume to come over the next few weeks as more growers get started. Quality has improved slightly on yellows as more new crop fruit gets into the system, and there haven’t been any major issues with zucchini. As the last of the southern fields from Mexico finish up this week, we can fully concentrate on better quality with increasing volumes from the newer northern fields of Hermosillo. We expect to see great numbers for the next few weeks and for supplies to continue from the northern area well into May, pending good weather. A few Baja growers have gotten underway as well and will see gradual increases.

Eggplant: Florida’s eggplant supply is a notch stronger this week as more farms come into harvests, but overall availability remains light. Although there are some hit or miss issues (mostly scarring) from older fields, quality is better on the eggs coming from newer plantings. Good supplies are expected from the Culiacan area of Mexico for the next few weeks. Many growers will go through the month of May if FOB markets stay strong. The California desert looks to get underway within the next few weeks while Fresno is projected to start sometime in early June.

Chili Peppers: Sinaloa, which is Mexico’s major chili region, has finished up for the season. There’s a few chili growers closer to the coast that will go for longer but it will be limited. The majority of the chilies are now in Sonora. Because prices were so low during most of the season, many growers opted not to plant.

Market update continues on page 2
NEWS IN THE GROCERY TRADE

2021 Power of Produce Shows COVID-19 Impact on Purchasing Habits

www.theshelbyreport.com, April 7, 2021

Produce department sales reached $69.6 billion in 2020, an 11.4 percent increase, according to FMI-The Food Industry Association's 2021 Power of Produce. The survey of produce grocery shoppers, released at the Southeast Produce Council Southern Exposure event, finds shoppers are purchasing more produce than pre-COVID-19 pandemic, with shoppers buying more fresh fruit (+8.9 percent) and more vegetables (+14.2 percent).

“We see two major trends driving the growth of produce sales – at-home cooking and health and well-being,” said Rick Stein, VP of fresh foods for FMI. “Shoppers tell us they are cooking more at home; they are eating more vegetables at dinner and lunch and more fruit for breakfast and snacks. While these trends began in response to the COVID-19 pandemic, we’re likely to see them continue due to younger generations driving these trends.”

Produce, health and well-being

During the COVID-19 pandemic, 44 percent of grocery shoppers say they are putting more effort into healthful eating. In fact, 71 percent of grocery shoppers say nutrition and health is a primary or important reason for purchasing fruits and vegetables. Shoppers say produce offers them nutrients, digestive health, an overall healthy eating pattern, heart health and immune support. With 85 percent of shoppers welcoming more nutrition information about fresh fruits and vegetables, food retailers have the opportunity to utilize the expertise of registered dietitians to engage with consumers and share credible messaging on nutrition attributes and the health benefits of including fruits and vegetables.

Cooking produce

More than three-out-of-four shoppers (78 percent) have changed their meal preparation with fruits and vegetables, including trying different kinds, using new spices and sauces or testing new preparation methods. Half of shoppers are integrating fruits and vegetables into their meal plans somewhat or at lot more often, and while 41 percent rely on friends and family for meal inspiration, the appetite for recipe websites, YouTube, cookbooks and social media is strong. The opportunity continues for retailers to be a source of inspiration for family meals that include fruits and vegetables.

Opportunity for value-added produce

With shoppers cooking more than previously, the need for convenience is paramount. The share of shoppers who purchase value-added produce - pre-washed or cut - increased from 31 percent in 2019 to 37 percent in 2020. Three-out-of-10 shoppers believe they will purchase more value-added produce in the upcoming year - the highest share in four years.

This article has been edited for space and content. To read the entire selection, please visit: www.theshelbyreport.com

MARKET UPDATE Continued...

Chili Peppers continued: Spring crops, so volume will be limited until Baja starts in another month. Jalapenos and serranos are the shortest items. Many growers let their jalapenos turn to red for processing due to price and now green jalapenos are limited. Serranos are a very labor intensive chili to harvest and with ranches closed for the Easter week, many growers are behind on their harvests.

Mini Sweet Peppers: Mini sweet production took a significant drop this week and will continue to be light for at least another week or two as some growers report they are either waiting for color, the sets they are currently picking are lighter in fruit, or a combination of both.

Organic Cucumbers: Availability is very limited this week as fields are in transition from Sinaloa to Sonora. We should see good volume from new fields within the next 2 weeks.

Organic Romas: We’re working through the latter part of current crops but are seeing adequate volume to meet demand. New crops are on the way and should start in the next week.
Spring is here, and for the first time in more than a year, we’re starting to see glimpses of pre-pandemic life. Schools are reopening, people are traveling and even concerts are striking up as people slowly resume life as usual across the country.

With warmer weather, the return to outdoor dining is heating up as well, which is good news for the restaurant industry. It came as no surprise that during the pandemic, diners adopted new habits at startling rates as delivery, take-out and grocery purchases surged to historic levels. How will these habits change as restaurants fully reopen and what trends will stick around?

Here are my top five restaurant trends to watch post-pandemic.

1. **We have a taste for technology**
   Over the last year, I’ve added at least 15 restaurant apps to my phone, and I know I’m not alone. If there has ever been a case for restaurants having the right technology, 2020 was it. In fact, purchases via technology (apps or online, including third-party delivery) accounted for 25% of all 2020 restaurant purchases. Considering third-party delivery represented less than 5% of overall restaurant spend pre-pandemic, this points to significant growth. But after peaking in April 2020 at ~15%, third-party delivery recently leveled out at around 12% of all restaurant spend in January 2021. Surprisingly though, brand-specific online and app ordering accounts for another ~14% of delivery and take-out. Expect brand-owned technology channels to continue to grow — especially as it gives restaurants sole ownership of customers’ coveted first-party data.

2. **Third-party delivery is slimming down**
   While third-party delivery has come down from its 2020 highs, it is still double what it was pre-pandemic. That said, with so many providers, the market is saturated. As demand falls with restaurants opening and taking back their shares, we can expect consolidation in this area.

   The big question for third-party delivery providers: “How can you drive customers to order more frequently from you?” The answer: create enticing offers that compel customers to stay with you, rather than chase the free delivery another platform is offering. The 3PD provider who solves this equation will be one of the few left standing.

3. **Heading back to the restaurant**
   Remember the days when you craved a home-cooked meal? Me neither. Restaurants are reopening and diners are eager to return. Customers are rapidly shifting back to dining in restaurants as states begin to allow indoor dining. For example, in 2020, New Mexico, Colorado, and Illinois all reopened in-person dining from August to October and then closed back down in November. During the time that restaurants were open, restaurant spend overtook grocery spend for the first and only time during the pandemic. Expect to see those numbers rise again as more people return to restaurants across the country this Spring.

4. **Chicken Sandwich Wars**
   These days, the chicken sandwich reigns supreme. Nearly every limited-service brand, regardless of genre, has one, and marketers have identified this as a major growth opportunity. One of our partners recently launched a chicken sandwich and stole 3% share from another brand. Three months later, that share fully returned to the original owner. Why? The customers weren’t enticed to stay early on. The trick is to engage early, creating loyalty and a lasting relationship via special offers.

5. **Ordering going omni-channel**
   With online, in-person and delivery now table-stakes, restaurant marketers need to take an omni-channel approach to their customers. Cardlytics sees that customers who purchase both online and in-restaurant spend more annually compared to a customer who only purchases online OR in-restaurant. In fact, our data revealed that omni customers spend $122 per customer, while in-store only spend $47 per customer. That translates to a 260% increase in sales with omni, a huge opportunity for revenue.

Following a year of uncertainty, what consumers want — quality, convenience and value — hasn’t changed, but the way restaurants deliver this experience will continue to evolve. The good news is, there is a renewed industry focus on service and convenience, cooking up a bright future for restaurants and their customers.
KEEP YOUR EYE ON THE CONSUMER
New IRI Research Finds Pandemic Continues to Drive Shopper Attitudes
www.shelbyreport.com, April 5, 2021

While consumer sentiment remains in recovery mode from the global health and financial crisis that started in 2020, IRI Consumer Connect survey results find that consumers’ self-reporting of their financial health in the first quarter of 2021 is on par with pre-pandemic first quarter 2020 levels. However, there appears to be a delta between consumer sentiment and actual consumer shopping patterns.

Despite a positive outlook, consumer habits formed during the pandemic may be here to stay, with consumers reporting they still prefer to shop at fewer stores and are less inclined to clip coupons due to the risk of hand-to-hand contact. However, apprehension about clipping coupons has not lessened consumers’ desire for a deal, with a majority of respondents reporting habits such as trying new, lower-priced brands or buying store-brand products to save money.

“In 2020, we saw an economic slowdown and unprecedented shifts in consumer behavior, but there are opportunities for nimble and creative CPG retailers and manufacturers to drive loyalty in 2021,” said Joan Driggs, VP of content and thought leadership for IRI. “Our Q1 2021 Consumer Connect survey focuses on loyalty programs, and we found that retailers and manufacturers that embrace and enhance loyalty programs as well as continue giving consumers multiple options for making purchases, such as online ordering or click-and-collect, can improve their chances of capturing consumers’ attention and allegiance.”

Results from the Q1 2021 Consumer Connect survey reveal that drug and grocery channels lead the pack in loyalty and reward adoption when segmented by income level or generation. By income, high-income households are the most likely to hold reward memberships across most channels except for convenience and dollar stores, both of which saw more low-income household subscriptions. Results by generation fluctuate between channels, with Generation X (79 percent) most likely to subscribe to drug loyalty programs, Generation Z (80 percent) most likely to subscribe to grocery loyalty programs and Millennials (68 percent) most likely to subscribe to an online loyalty program with an annual fee. Across most channels, seniors and Baby Boomers were less likely to subscribe to a loyalty program.

Overwhelmingly, when asked their reason for obtaining a shopper loyalty card or reward membership, 74 percent of respondents cited free sign-up as the driving factor. Other reasons given for signing up for a shopper loyalty card or rewards membership included discounts for gas (56 percent), the ability to spend points (55 percent) and cash rewards (39 percent). Consumers were less moved by offerings such as access to new products (13 percent) or a mobile checkout capability (12 percent).

When deciding where to shop, 51 percent of respondents cited shopper loyalty programs as somewhat influential, followed by 22 percent who said it was extremely influential. Personalization also is a key to consumer loyalty, with 85 percent of respondents wanting to select their own benefits and rewards, and more than 70 percent wanting to personalize the way they earn based on their purchases or preferences.

From easy, intuitive sign-up to delivering tangible value, loyalty programs have the potential to fulfill their mission of creating and maintaining loyalty. Successful programs remain dynamic, increasing personalization while ensuring the safety and integrity of members’ personal information. Brand partners should be aligned with the program ecosystem, working together to drive more value for members as well as continually elevate the appeal of the program.

INDUSTRY EVENT CALENDAR
May 18-19, 2021
West Coast Produce Expo
Red Rock Casino Resort and Spa
Las Vegas, NV
www.events.farmjournal.com/west-coast-produce-expo-2021

July 21-22, 2021
PMA Foodservice Conference & Expo
Venue: TBD; Registration opens in late April
Monterey, CA
www.pma.com/events/foodservice

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www.suntasticfresh.com

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Questions or suggestions for the newsletter?
Contact: joanna.hazel@lipmanfamilyfarms.com

Lipman Family Farms  www.lipmanfamilyfarms.com  |  PHONE 239.657.4421  |  FAX 239.657.6951
NEW LOCATION FOR 2021

5kRUN
For BACKPACKS

SATURDAY, APRIL 17, 2021
5076 ANNUNCIATION CIRCLE
AVE MARIA, FL US 34142
5K RUN | 1 MILE WALK | JUNIOR FUN RUN
REGISTRATION BEGINS AT 6:30AM
RACE BEGINS AT 8:00AM
COVID-19 PROTOCOLS WILL BE IN EFFECT

100% of the proceeds benefit Lipman’s annual Backpack Giveaway in support of local education.

PRE-REGISTRATION IS OPEN!
FOLLOW THE 5K POST ON OUR WEBSITE
TO SIGN UP OR USE OUR QR CODE
WWW.LIPMANFAMILYFARMS.COM

FRESH CUT the best of nature
**PRODUCE BAROMETER**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUALITY</th>
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<tbody>
<tr>
<td>Bell Pepper</td>
<td>Good</td>
<td>E-Steady; W-Steady</td>
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<tr>
<td>Cucumber</td>
<td>Mostly Good</td>
<td>E-Higher; W-Steady</td>
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<tr>
<td>Eggplant</td>
<td>Good</td>
<td>E-Lower; W-Steady</td>
</tr>
<tr>
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<td>Good</td>
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<td>Jalapenos</td>
<td>Good</td>
<td>E-Steady W-Higher</td>
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<tr>
<td>Squash-Hard</td>
<td>Good</td>
<td>E-Steady; W-Steady</td>
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<tr>
<td>Squash-Soft</td>
<td>Varied</td>
<td>E-Higher; W-Steady</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>Good</td>
<td>E-Lower; W-Steady</td>
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**Did you know?**

Squash is a very old food crop. There is evidence of its cultivation going back to 8000 B.C. in Central Mexico, Peru, and the Eastern United States. Squash, along with corn and beans, formed the staple diet of the Mesoamerican Indians.

**Estero, FL Weather**

<table>
<thead>
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<th>Day</th>
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<tr>
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<tr>
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<td>SW</td>
</tr>
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**NATIONAL WEATHER SPOTLIGHT**

Last Week’s Precipitation Totals and Departure of Average Temperature from Normal

[Map of USA showing precipitation and temperature departures]
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 95 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.

Byron Russell, Chairman & CEO