

JUNE 28, 2024

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updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

The East is gapping on roma production. South GA/north FL growers have had a few this week, but the season is finished for all practical purposes. There's a small local deal in western NC that will help with some light volume until TN starts on/around July 10th. In the meantime, most will be looking to the West for romas. Things have been a little snug out of MX as the Eastern demand pressures supply. West MX is down to a trickle, so it's been up to Baja and central MX to provide romas. Baja's volume has been down slightly and central MX's crops have been slowed by weather conditions, but both should have more fruit and consistency in the next week. Quality has been good from both areas. The CA Central Valley area is up and running in a light way, including Lipman's Los Banos fields. Volume is still on the lighter side but should pick up over the next two weeks.

ROUND TOMATOES

We're at the end of the north FL and SC seasons. Lipman will finish up its SC harvests over the weekend then move up the coast to the VA farms. Both VA and TN are looking at a first harvest on/around July 10th so supply could be snug for the next 10-14 days. There are a few small local deals just getting started that may be able to help during this period and there's also some fruit in AR. Looking to the West- several growers have started round harvests in CA's central valley with more to come, including Lipman. Volume is still light but we should see things begin to ramp up over the next 2 weeks. Down south in MX, round tomatoes are available in Baja and central/eastern MX. Baja's fruit has begun to size down a little, but quality remains solid.

GRAPE TOMATOES

Grape tomato supply has been lighter this week as north FL and SC wind down. Lipman will start grape harvests in VA over the weekend and should see pretty good volumes by the end of the week. We are seeing a few local deals get started in a light way, including western NC. Expect to see more pockets of product pop up over the next few weeks as more areas come into harvests. Looking to the West, there's fruit in central MX and Baja with Baja having the more significant volume. However, the numbers are generally light this time of year and product is in the hands of just a few.

GREEN BEANS

Now that GA is finishing up, Eastern green bean supply is coming out of VA, eastern NC, NY and now MI. Quality and production numbers have been good and should continue to be as long as the weather is kind. In the West, CA growing areas (Watsonville, Fresno, Salinas) have only had light volumes for the past few weeks, but our WA state program has now started with fairly good volumes.

COLOR BELL PEPPERS

Colored bell pepper supply continues to be snug. With growers pulling acreage out due to disease, Eastern CAN's volume has dropped significantly. Supply will likely remain at the current light levels for another 3 weeks. Western CAN has also been working through a downturn in volume due to weather, but supply is now beginning to pick back up. Looking to the south, central MX's crops have been affected by high temperatures, which has reduced volume to a trickle. Production is expected to pick up in a few weeks and new crops will begin in August. Holland peppers could help alleviate the demand pressure, but most of this product stays in the NE.

GREEN BELL PEPPERS

While GA is winding down the season with mostly choice product, our eastern NC pepper crops are up and running in a strong way. We've got good volumes, all sizing options, and nice quality. We're just on the verge of seeing several new areas and small local deals get started. The next two higher volumes areas, NJ and MI, are expected to start in 7-10 days and 3 weeks, respectively. In the West, the CA desert is winding down with mostly choice fruit. High temperatures have started to impact quality, so most have moved further north for supply. Bakersfield has been going for a few weeks now and still has decent supply, but we do hear that some may end the season early due to smaller-than-usual sizing. But, never fear... Fresno/Selma has started this week and will see volume expand over the coming days.

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YELLOW & ZUCCHINI SQUASH

Squashes are available in multiple locations throughout the East. Some of the higher-volume areas such as eastern NC and GA have wound down, but MI, NY, NJ, KY, VA, western NC, and others are currently in production. Most areas have nice quality, but, as usual, there are some hit or miss concerns occasionally. In the West, Santa Maria continues to be the spot with the most volume. Supply is moderate to good and quality is nice. WA state is also in full swing with good volumes and great quality. Baja is just getting underway and will have more growers and volume to come over the next few weeks.

CUCUMBERS

GA's cucumbers are finishing up this week and production has shifted to the north specifically to MI and NJ. MI is just getting started, so volumes are a bit limited, but we will see more acreage come online between now and July 15th. NJ, a few weeks into the season, is churning out good volumes with nice quality. We should start to see cucumbers out of NY and other local areas over the next 7-10 days. Moderate to good volumes are available in the West. West MX still has a few cukes around, but the bulk of volume is coming from Baja and central MX now. Overall quality has been good. WA state will get up and running as well over the next week.

HARD SQUASH

The Eastern hard squash situation is slowly beginning to change. There are still a few available in GA, but we now have some early-bird acorn and spaghetti in NJ thanks to the recent warm weather. Other new crops are on the way soon as KY will come online with the same two varieties during the first week of July. Butternuts generally follow about 2 weeks after. In the West, there's just one or two growers left with product and quality is just okay on most of it. The new area of supply is CA (Fresno, Bakersfield, & Selma) where all three varieties are available with nice, clean quality.

EGGPLANT

Eggplant supply is adequate in the East, even as summer transitions take place. GA will have product available for another couple of weeks and we've just started harvesting in eastern NC. With NJ and several other areas coming online over the next 2-3 weeks, future availability is looking good. As for the West, Coachella is just about finished. Temperatures have been extremely high in the desert, so many have already moved up to Fresno/Selma for supply where the new-crop fruit is very nice.

CHILI PEPPERS

GA is finishing up chili pepper crops but will still have some product available for week or two as they "clean up." There are some growers in eastern NC that have started hot peppers, but none of them grow all varieties, which leaves serranos, poblanos and Cubanelles on the short side. MI will be one of the few places that has the whole product line when they get underway in about 3 weeks. We'll also see small local deals pop up in July and August in locations like western NC, KY, PA, and NY. In the West, chilies are available in CA and MX. CA's fruit is coming from the Selma/Fresno area. Most growers don't offer the full mix, but a few do and their quality has been excellent. Baja is underway but doesn't have a lot of volume on anything but tomatillos so far. We do expect that to improve over the next 7-10 days. Meanwhile, over in central MX, weather has impacted production over the past week.

MINI SWEET PEPPERS

Mini sweets are officially short now. There's still a little Mainland MX product around, but quality is suspect. There's a handful in CA, but that's not nearly enough to go around. We're waiting on Baja's new crops to start which looks to be a few more weeks away. WA state should come online around August 15th which will definitely help in the NW. The next few weeks could be a challenging supply period.

ORGANIC ROMA

Sonora's organic romas are all finished up for the season, leaving Baja as the driver's seat for supply. So far, there's not a lot of fruit but one grower is on tap to start in the next 10-14 days with another coming online in 3 weeks. Quality has been good as long as the color is right at receiving.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes are mostly a Baja deal now. Production is still on the lighter side but we expect to see more volume over the next few weeks as additional growers start and others move further into production. Quality has been very nice.

ORGANIC MINI SWEET PEPPERS

Organic mini sweets are very snug this week, as Mainland MX is done and Baja is just barely up and running. At the beginning of the week there were just 2 colors available, but now we are seeing the 3rd color. Expect improvements in availability as more acreage comes online in the next few weeks.

ORGANIC MINI CUCUMBERS

Organic mini cucumber supply is moderate, with the majority of the product coming from Baja and lesser amounts in central MX. Quality has been good, but there's a portion of the fruit that's been oversized, which results in shrink when repacking.



WATERMELON

Watermelon production is now centered in GA and SC. Quality has been good and volume is in full swing. As we enter into July, we'll see some smaller regional deals also get up and running.



LIPMAN'S NEWEST FRESH-CUT PRODUCTS ARE GREAT FOR GRILLING

[SUPERMARKETPERIMETER.COM](https://supermarketperimeter.com)

06.06.2024 | By Andy Nelson

Fresh-cut vegetables hit the sweet spot for two of the most dominant consumer trends: health and convenience.

Lipman Family Farms' extensive fresh-cut lineup includes:

- Sliced and diced tomatoes, cucumbers, peppers, onions and celery;
- Bruschetta and fajita blends;
- Mild and hot salsa mixes;
- Cucumber pico de gallo;
- Halved grape tomatoes;
- Clipped and cleaned green beans;
- And a combined sliced onion and tomato pack.

The company's fresh-cut roster has evolved significantly in recent years, said Elyse Lipman, CEO.

"We've continuously added new items to meet consumer demand and market trends, which includes expanding our range of offerings, introducing new pack sizes, and innovating with different vegetable combinations to cater to diverse consumer preferences."

Lipman is particularly excited about some of its newest fresh-cut products, Lipman said.

Its sliced tomato and onion pack, for instance, offers convenient size and consistent freshness ahead of grilling season and works perfectly with retail deli and

back-of-house, ready-to-eat items like made-to-order sandwiches.

Demand for fresh-cut produce, Lipman said, continues to rise at retail, for a number of reasons.

"The consumer's constant quest for convenient and ready-to-eat options" is chief among them. "Busy lifestyles and an emphasis on health and wellness have led consumers to seek fresh-cut produce as solutions for quick and nutritious meals and snacks."

Lipman has also noticed an expansion of product variety and availability at retail as stores are expanding their fresh-cut offerings to include a wider range of fruits and vegetables, catering to diverse tastes and dietary preferences.

"Our full line of fresh cut products caters to many different drivers for fresh and convenient meal solutions. Our dedication to innovation and the expansion of our product line keeps us ahead of market trends to deliver value to our customers, meeting their many fresh-cut vegetable needs."

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SURVEY: CONSUMERS STILL SENSITIVE TO FOOD INFLATION

[PRODUCEMARKETGUIDE.COM](https://www.producemarketguide.com)

[BY TOM KARST, JUN 12, 2024](#)

Eight of 10 consumers say they have felt food inflation over the past 12 months, according to a new study from Purdue University's Center for Food Demand and Analysis.

The [May 2024 Consumer Food Insights report](#), a survey of 1,200 U.S. consumers, looks at food spending, consumer satisfaction and values, support of agricultural and food policies, and trust in information sources, according to a news release.

The May CFI survey asked consumers to report their experiences and responses to rising food prices over the last 12 months. According to the report, more than 80% of consumers perceive that food prices have increased a little or a lot during that span.

The Bureau of Labor Statistics' consumer price index measure of food inflation shows a 12-month increase in food prices of 2.2%, down from 4.4% a year ago.

"While food inflation has slowed in 2024, consumers are feeling the cumulative effect of the high inflation we've experienced," report lead author Joseph Balagtas, a professor of agricultural economics at Purdue and director of the Center for Food Demand and Analysis, said in the release.

The survey included a question asked previously in February and July 2022, seeing how consumers have adapted their grocery shopping in response to food price inflation. Researchers found that the most common shopping adaptations to food inflation are seeking out sales and discounts, switching to cheaper and generic brands, and buying fewer nonessential foods like ice cream, according to the release. "We also wanted to understand how perceived changes in food prices compare with perceived price changes for other common household expenses," Balagtas said. "Consumers were more likely to report price increases for food than for any other good or service in the economy."

When asked which goods and services saw the largest year-over-year price increase, 56% of consumers selected "food," despite official inflation data that show prices of insurance, housing and child care have risen faster than prices for food in the past year, the release said. "It's possible the high frequency with which we shop for food could make higher food prices more salient to consumers," Balagtas said.

[Continue reading](#)



UPCOMING EVENTS:

JULY 10-11, 2024

ORGANIC PRODUCE SUMMIT

MONTEREY, CALIFORNIA

BOOTH #800

SEPTEMBER 12-14, 2024

SOUTHERN INNOVATIONS

NASHVILLE, TN

OCTOBER 17-19, 2024

THE GLOBAL PRODUCE & FLORAL SHOW

ATLANTA, GA

THE LONGEST DAY OF THE YEAR
BRINGS PEAK SEASONAL FLAVORS.
SAVOR A SUN-KISSED SALAD WITH
LIPMAN'S FRESH TOMATOES, AND
BASK IN THE GOODNESS OF THE
SEASON. ☀️🌟

HOW WILL YOU BE BASKING IN
THESE SUMMER DAYS?!

