

APRIL 25, 2025

LIPMANFAMILYFARMS.COM

# ON THE H O R I Z O N

*Reliable &  
Consistent*

Bringing you your weekly  
industry updates

**CROP &  
MARKET**  
INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Florida's roma supply is light but steady this week. Lipman is finishing up with 2nd and later picks on the Estero farm and will start in the Ruskin/Palmetto area over the weekend. Some other growers are either in transition or had a light week, holding volume back but overall quality and packouts have been good on both crown and 2nd picks. We do expect to see more significant volumes over the next few weeks as new crops get going in the Ruskin/Palmetto area. Overall, Mexico has moderate to good volumes of romas available. Culiacan crops will taper off in late May/early June but there are some new fields in the Obregon and Hermosillo area that should begin to see some increases over the next week. New fields are also expected to start in Baja and Central Mexico in the coming weeks, which should provide a steady stream of supply into June.

## ROUND TOMATOES

Florida farms have provided steady volumes of round tomatoes this week, with yields, quality, and packouts all performing at desirable levels. Lipman is nearing the end of its season in Estero, wrapping up 2nd and 3rd harvests over the next few weeks. At the same time, harvests have just begun in Ruskin/Palmetto, where other producers are also active. Sizing is slightly down in the Ruskin area compared to recent harvests in South Florida, but production is expected to remain consistent in the coming weeks. In the West, the Culiacán region continues working through existing acreage, producing moderate supplies. Sizing has shifted to predominantly 5x5s and 5x6s, with very limited availability of larger fruit. Production in this region is expected to continue until early to mid-June. Meanwhile, Baja and Central Mexico are preparing to begin new plantings in the next 7-10 days, which should help support supply moving forward.

## GRAPE TOMATOES

Grape tomato supplies are moderate to good in Florida. New fields are underway in the Palmetto/Ruskin area and there are still harvests ongoing in South Florida. Despite some occasional sunburn that's being graded out, overall quality has been good. We expect relatively steady volumes out of the Sunshine State for the next several weeks. Mexico's grape tomato supplies are light to moderate this week. The Culiacan area should be consistent for the rest of April, tapering off as we move into May. From there, we'll see production focused in Baja and Central Mexico where new fields will be starting over the next few weeks.

## ORGANIC GRAPE TOMATOES

Organic grape tomato supplies have been steady out of Sinaloa, with good overall quality and condition. Fruit is holding up well through distribution, making it a reliable option for both retail and foodservice programs. Looking ahead, Baja is expected to begin production by mid-June, or potentially a bit earlier, which should provide a smooth transition and some overlap as the Sinaloa season winds down.

## ORGANIC ROMA TOMATOES

Organic roma tomato availability is reasonable this week, but not all fruit is suitable for extended travel or distribution. Product from Sinaloa has been showing signs of softness, uneven color development, and reduced shelf life, making it less than ideal for longer hauls. In contrast, new-crop fruit out of Sonora is better, with improved firmness and color, and holds up well through the supply chain. Production for now remains centered in Sinaloa and Sonora, with Baja expected to come online by mid-June, which should help stabilize both volume and quality moving forward.

[CONTINUED ON THE NEXT PAGE](#)





## ENGLISH CUCUMBERS

English hot house cucumbers are shaping up to be a promotable item for at least the next few weeks, thanks to abundant volumes coming out of Canada. As growers progress further into their cycles, fruit is transitioning from smaller sizes to a strong showing of medium and large cucumbers, which aligns well with both retail and foodservice needs. Quality has been consistently good, and overall supply is strong. While a few year-round programs in Mexico continue to provide light volume, Canada is in the driver's seat.

## MINI SWEET PEPPERS

Mini sweet pepper volumes are beginning to decline in West Mexico as the season winds down. Sizing is trending smaller, and some fruit is showing a green cast as growers work to keep up with demand. The transition to Baja is expected in late June or early July, leaving a potential supply gap in the meantime. Until then, volume will remain light out of West Mexico, with limited support expected from Canada and possibly some early California fruit.

## GREEN BELL PEPPERS

Bell pepper supply remains snug in the East as South Florida moves into the final stretch of its season and Central Florida begins to ramp up. South Florida's fields are expected to wind down over the next 7–10 days, with a higher percentage of off-grade product and limited availability of the XL sizing preferred by retailers. Plant City is just getting started, showing good quality early on, and volumes should build steadily in the coming week. Looking ahead, Georgia is on track to begin harvest during the second week of May. Out West, production is in transition from Mexico to California. West Mexico will continue for another 2–3 weeks depending on market conditions, though fruit sizing is limited and some quality concerns have been reported. Meanwhile, Coachella, CA has started to harvest, and we expect a steady—though premium-priced—supply from this region moving forward.

## CUCUMBERS

Cucumber supply is light in the East as South Florida's season winds down. Current harvests are showing some quality concerns, including scarring and sunken areas. Outside of a few fields in the Plant City area, availability remains light. Relief is on the horizon as Georgia prepares to begin its season in about two weeks, which should bring a stronger wave of volume. In the West, Mainland Mexico, Central Mexico, and Baja are supplying moderate volumes with good quality overall. West Mexico is expected to taper off soon, while Central Mexico should remain steady and Baja production is poised to ramp up, ensuring supply through the next several weeks.

## GREEN BEANS

Green bean supply remains very tight in the East. While there are active growers in the Lake region, Immokalee, and Homestead, production has been inconsistent due to weather-related skips across the board. This erratic supply pattern is expected to continue over the next couple of weeks until new crops in Georgia and North Florida get started and provide some much-needed relief. In the West, Mainland Mexico is nearing the end of its season with limited availability and fair quality. Water shortages have taken a toll on this year's crop, particularly in the final stretch. Only light volume is expected from this region for the next 2–3 weeks. California is projected to start in a limited way by mid-May, but until then, green bean availability may remain a challenge.

## CHILI PEPPERS

South Florida's chili pepper season is winding down quickly, with inconsistent availability and declining quality across several varieties. However, the Plant City region has begun harvesting jalapeños and is expected to expand into additional varieties over the next 1–2 weeks. In the West, chili peppers are available from several growing regions, with Central Mexico currently offering the strongest volumes. Overall supply remains on the lighter side, particularly for serranos, though quality is holding up well on most items. Some dry husk issues have been noted on tomatillos, and a few concerns remain with serranos. On the domestic side, California growers are preparing to start new crops, with harvests anticipated to begin in the next 7–10 days.

## EGGPLANT

Eastern eggplant supply remains extremely limited, though some relief is on the horizon as new crops are expected to begin harvesting in the Plant City area within the next 5–7 days. In the West, Sinaloa's season is winding down, with noticeable declines in volume, sizing, and overall quality. Looking ahead, California is set to begin production in the next 7–10 days, which should help improve availability and quality on the western side of the market.

## WATERMELON

Watermelon harvests are ongoing in the Immokalee, FL area this week, with approximately one-third of the crop remaining. Growers expect to wrap up in the next 7–10 days. Following Immokalee, production will transition to Central Florida in early May, where the upcoming crops are looking strong.



## INDUSTRY VIEWPOINT: EMPOWERING HEALTH PROFESSIONALS TO DRIVE DEMAND

[THEPRODUCENEWS.COM](https://theproducenews.com)

April 25, 2025

Today, poor diet is the leading cause of mortality and morbidity worldwide. In the U.S., nine out of 10 adults still don't eat enough fruits and vegetables, despite knowing the benefits. This shortfall isn't just a statistic — it's a call to action. Fruits and vegetables are among the most powerful tools we have to improve health outcomes. More than a commodity, they're a solution to some of our most pressing health challenges. And our industry is uniquely positioned to turn that potential into impact.

Millions of people are managing diet-related conditions that could be improved, or even prevented, through greater fruit and vegetable intake. The opportunity to shift the nutrition conversation from reactive to proactive has never been more critical. This is where health and wellness professionals come in. These trusted voices — dietitians, physicians and community educators — hold the power to turn knowledge into action. They are the bridge between knowledge and doing when it comes to eating habits. But to do that, they need tools that are not only evidence-based but also culturally relevant, practical and easy to share

Health and wellness professionals are on the front lines of nutrition guidance. Whether in clinics, communities, social media or foodservice, they influence how and why people make food choices. At its core, this work is more than nutrition education — it's strategic activation. It's a behavior-shifting, demand-building, health-forward movement.

By equipping health professionals with practical tools, we're embedding fruits and vegetables into daily conversations, shaping long-term, health-forward habits. As we position produce as a solution to today's biggest health challenges, it elevates the role of our industry in global health and well-being. The fruit and vegetable industry is the sustainable, affordable and equitable way to health and happiness.

Historically, the produce industry has been underrepresented in broader health and nutrition conversations — but that's changing. We can help lead that charge by developing resources, forming partnerships and showing what's possible when public health and produce come together with shared purpose. As well as being committed to equipping plant-passionate professionals with the tools to make fruits and vegetables a more joyful part of daily life.



[READ MORE HERE](#)

## CONSUMERS PLAN TO TIGHTEN THEIR RESTAURANT SPENDING THIS SUMMER

[NRN.COM](https://www.nrn.com)

APRIL 23, 2025

There are several consumer signals flashing red right now, indicating that Americans are feeling pessimistic about the current (and future) state of the economy. Perhaps the most urgent signal is the University of Michigan's consumer sentiment survey, which tumbled by more than 10% month-over-month in April and is nearly 35% lower than it was a year ago. April marked the second lowest reading in the survey's history dating back to 1952.

There are also signals that are more nuanced. Take frozen pizza sales, for instance. Sales of the grocery staple have jumped, indicating a tradeoff for dining out. Notably, this same trend occurred during the 2009 recession. A new survey released today from global accounting firm KPMG finds that American consumers are expected to spend 7% less each month at restaurants compared to last summer.

Respondents said they are more likely to cook breakfast at home compared to lunch or dinner, but the percentage is high across dayparts: 75% plan to cook breakfast at home this summer, while 67% and 68% plan to do the same for lunch and dinner, respectively. Nearly 50% of consumers said they are eating at home far more often, while 20% said they are eating at home slightly more often. Just 3% are dining out slightly more often and 1% are dining out far more often.

An overwhelming majority — 85% — said they are eating at home more to save money due to budget constraints. Other reasons include more control over ingredients (36%), restaurant quality/service not worth it (36%), family quality time (25%), and food safety concerns (24%). That said, consumers expect to decrease their average monthly spending across most categories, not just restaurants. The two exceptions are groceries and automotive.

This pullback comes as 92% of consumers said their cost of living has increased, including 74% who said it has increased by more than 5%. It's a perfect storm that has caused 60% of respondents to start tracking their expenses more carefully, while 25% have dipped into their savings accounts to cover expenses. More than 70% of respondents expect a recession in the next year. To be sure, we're no doomsdayers. We've seen this industry recover from the Great Recession, the COVID-19 pandemic, and everything in between and it continues to emerge from various crises bigger and better. But it's worth noting that when it does emerge, there are always winners and losers and that will be no different this time around.



[READ MORE HERE](#)



# UPCOMING EVENTS:

MAY 28-30

**WEST COAST PRODUCE EXPO**

JW MARRIOTT DESERT SPRINGS RESORT  
PALM SPRINGS, CALIFORNIA

<https://events.farmjournal.com/west-coast-produce-expo-2025/6970017>

JULY 9-10

**ORGANIC PRODUCE SUMMIT**

MONTEREY CONFERENCE CENTER  
MONTEREY, CALIFORNIA

<https://www.organicproducesummit.com/en/home.html>

## TOMATO SNAPSHOT

SUNSHINE, FRESH AIR, AND  
LOADS OF LIPMAN TOMATOES GET  
YOU READY FOR THE ULTIMATE  
PICNIC DAY! 🍅☀️ FILL YOUR  
BASKET WITH THE FRESHEST  
FLAVORS AND SOAK IN THE JOYS  
OF THE GREAT OUTDOORS.

