

MAY 16, 2025

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

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Consistent*

Bringing you your weekly
industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato volumes are moderate this week out of the Ruskin/Palmetto area, where growers—including Lipman—are moving through crops quickly, potentially leading to a slightly earlier-than-usual finish. Up next are Lipman's South Carolina fields, along with production from Quincy, FL and South Georgia, all expected to begin shortly after Memorial Day or by the first week of June. Quality in the East has been strong overall, though recent rains may impact packouts slightly. Current sizing is mostly within the normal range, trending a bit larger. In the West, Mexico is in the midst of a seasonal transition. Culiacán is winding down with mid-sized fruit and good quality, while Baja is actively harvesting with volumes increasing week by week. Baja's fruit has shown larger sizing and excellent quality thus far. Central Mexico remains quiet for now, but new crops are expected to begin later this month, adding to the overall supply outlook moving into June.

GRAPE TOMATOES

Grape tomato volumes remain good in the East, though production is beginning to lighten as growers near the end of the Ruskin/Palmetto season. Quality has been strong in the final pack, with some splits and minor sunburn being graded out. Lipman's new crop in South Carolina is expected to begin in the next 7-10 days, along with light acreage coming online in the Quincy, FL area. In the West, Sinaloa is wrapping up its season with lighter supply and fair quality. Meanwhile, Baja and Central Mexico are seeing improved conditions, with new fields coming into production and volumes set to increase. Quality from these newer plantings has been very good so far.

ROMA TOMATOES

Eastern Roma volumes are starting to decline as the Palmetto/Ruskin crops move into the latter part of the season. This region is expected to continue producing through the end of May, though availability will steadily lighten. After that, light volumes are anticipated from the Quincy, FL and South Georgia areas to help bridge the gap until Tennessee crops begin in July. These volumes will be light and not adequate to meet demand, which will send the East to Mexico for supply. In the West, overall roma volume from Western Mexico is tapering off, with the season likely wrapping up around June 1st. While a few new fields are still contributing, the primary focus will soon shift to Baja and Central Mexico. Supplies from these regions are currently light but are expected to ramp up over the next few weeks, bridging the gap until California's domestic production comes online later this summer.

TOMATO ON THE VINE (TOVs)

In the West, Mexico is in the midst of a seasonal transition. Culiacán is winding down with mid-sized fruit and good quality, while Baja is actively harvesting with volumes increasing week by week. Baja's fruit has shown larger sizing and excellent quality thus far. Central Mexico remains quiet for now, but new crops are expected to begin later this month, adding to the overall supply outlook moving into June.

MINI CUCUMBERS

Supply of mini cucumbers is steady and solid out of Canada this week, with quality reported as very nice—clean appearance, good sizing, and strong shelf life. In addition, some supplemental volume is available from Mexico, helping to support demand, though Canadian product remains the primary driver of the market.

[CONTINUED ON THE NEXT PAGE](#)



MINI SWEET PEPPERS

Despite the seasonal decline in production, conventional mini sweet pepper availability remains adequate this week. Light supply continues out of Western and Central Mexico, with additional light volume coming from the California desert and scattered harvests in Canada. While supply isn't abundant, it has been consistent enough to meet current demand. Quality has been acceptable overall, but we are seeing some aged inventory with concerns. Looking ahead, new plantings in Baja are expected to begin harvesting in late June to early July, which should help strengthen supply heading into the Summer months. Our Washington state program is always a welcome addition to supply, but isn't expected to start until August.

GREEN BELL PEPPERS

Bell pepper volumes remain light in the East this week, as Plant City winds down with limited acreage and Georgia just begins to ramp up. Georgia's production is expected to increase steadily over the next week, with good quality reported on early fruit. Plant City's remaining crop consists mostly of smaller and choice-grade peppers, with average overall quality. Looking ahead, Lipman's Eastern Carolina program is scheduled to begin around June 20th, followed by the gradual expansion of local and regional programs throughout the summer. Out West, the California desert is now active, offering light to moderate volumes with excellent quality. Meanwhile, Mexico continues to supply fruit for another 10–14 days, though supply, size, and quality are starting to decline as the season wraps up.

CUCUMBERS

In the East, cucumbers are primarily coming from Georgia, where volumes have been light but are expected to ramp up steadily over the next week. Quality has been good on early harvests. Additional supply is on the horizon with Lipman's Eastern Carolina farm set to begin harvest around June 1st. In the West, moderate volumes are available from several regions. Sonora and Sinaloa continue to produce, with 2–3 weeks remaining in their seasons, weather permitting. Meanwhile, Baja and Central Mexico are gaining momentum with new crops, and are currently delivering the best quality fruit. Overall, cucumber quality remains strong across regions.

WATERMELON

Central Florida's watermelon production has been light to moderate so far, impacted by heat and drought conditions earlier in the growing cycle. However, recent rainfall—totaling 6–8 inches—has boosted sizing for the short term on both seeded and seedless varieties. Weather and quality permitting, Central Florida is expected to continue supplying fruit through the end of May. The North Florida and South Georgia regions are projected to begin harvest around June 1st, helping to sustain overall market availability as the season progresses northward.

CHILI PEPPERS

Eastern chili pepper supplies are currently light to moderate out of the Plant City area, with most varieties available—excluding tomatillos. This region is expected to continue producing for a few more weeks, with Georgia growers preparing to come online in the near future. In the West, overall supply is adequate but not abundant. Jalapeño volumes remain steady, while most other chili varieties are coming in lighter. Increasing heat in Mainland and Central Mexico is beginning to impact quality, particularly on larger fruit, where shrivel and other stress indicators are becoming more common. Tomatillos are showing dry husks and a range of quality issues as a result. On a more positive note, Baja and California have just started harvesting, and quality and volume are expected to improve as these regions move further into their seasons.

GREEN BEANS

Green bean supply has improved in the East, where production is now well underway. While a few fields remain active in Central Florida, most volume is currently coming from North Florida and Georgia. Quality has been good overall, though recent rainfall may cause short-term impacts. In the West, supply remains tight. Mexico's season is winding down, with an estimated 7–14 days of production remaining. The California desert is contributing small volumes, helping to bridge the gap until other California regions and Lipman's Washington program begin. Quality has been fair out of Mexico and stronger from the desert crop.

CHILI PEPPERS

Eastern Canada's red, yellow, and orange bell pepper production is slightly lighter this week due to persistent cloudy weather. Red pepper volume has remained relatively steady, while yellows and oranges are coming in lighter. Quality is good overall, with large sizing—primarily jumbo fruit. Western Canada continues to offer adequate availability with strong quality and similarly large sizing. In Mexico, both volume and quality are tapering off as the Central Mexico season winds down. This trend is expected to continue until new crops begin harvesting in the latter part of June.

ENGLISH CUCUMBERS

Following an extended period of excess availability, English cucumber supplies have lightened up. Several growers in Eastern Canada are currently transitioning crops, which has temporarily reduced volume. However, supply is expected to rebound in early June as new plantings come into production. In contrast, Western Canada has remained steady, with consistent availability and good quality fruit, continuing to meet demand.



LIPMAN FAMILY FARMS HIGHLIGHTS LOCAL SUMMER HARVEST AND SUPPLY CHAIN STRENGTH; LACY CHURCH AND ELYSE LIPMAN COMMENT

[ANDNOWUKNOW.COM](https://andnowuknow.com)

May 16, 2025

As peak summer season approaches, Lipman Family Farms is spotlighting its locally grown summer produce across the East Coast. Following a challenging start to the season, marked by back-to-back hurricanes in the southeast, Lipman's farms in Tennessee and North Carolina are now back on track with a new season ahead.

With farms in Tennessee, South Carolina, North Carolina, and Virginia ramping up production, retailers can expect an abundance of fresh Crimson tomatoes, peppers, and squash, all cultivated to meet growing consumer demand for seasonal, regionally sourced vegetables.

"The fact that our Tennessee farm is back in full swing just months after severe weather adversity is a remarkable testament to our teams on the ground," said Lacy Church, Tennessee Farm Manager, in a recent press release. "This is more than a rebound; it is a reflection of our people and our dedication to our land and our customers."

Over the last year, Lipman has made significant investments to expand and reinforce its national footprint. Following the acquisition of Jones & Church Farms and recently Shelton & Sons—two long-time tomato partners in Tennessee—and the strategic addition of Northeast Produce, a tomato repacker in Connecticut, Lipman has solidified its geographic diversity to distribute to key markets. These acquisitions are part of Lipman's long-term vision to build a resilient, contingency proof supply network to offer a consistent flow of fresh supply.

"Our dedication to local farming isn't just about geography—it's about building a dependable network of farmers and people that you can rely on for fresh produce," said Elyse Lipman, CEO. "By focusing on strategic regional expansion, we're ensuring that seasonal favorites like tomatoes, peppers, and squash remain readily available, even as broader supply chain pressures mount."

Lipman's Tennessee farms have now rebounded from last year's hurricane season and are positioned for one of their strongest summer harvests to date. This milestone reflects Lipman's ongoing investment in local agriculture and its unwavering support of family-run farms.



[READ MORE HERE](#)

FARMERS MARKETS FEED GROWING DEMAND FOR LOCAL, SEASONAL FOOD

[SMARTBRIEF.COM](https://www.smartbrief.com)

MAY 9, 2025

Farmers markets across the US kicked off their summer season last weekend at a time when many consumers are looking to source local food on concerns about tariffs, the global supply chain, inflation, health and food safety.

The trend toward eating local food when possible surged during the pandemic, and current concerns about new supply chain disruptions are shining an even brighter light on sourcing food closer to home. Consumers have several reasons for frequenting farmers' markets. A desire to support local businesses was the top reason cited by 38.2% of people surveyed last month, while about 33% cited the availability of fresher and higher quality food.

While demand for local food surged during the pandemic and the supply chain glitches that followed, there is a pattern that stretches back further than that – to the 2008 debut of the film Food Inc. and similar documentaries around that time that shone a harsh light on food production and sent many consumers scrambling for local sources of fresh whole foods. Farmers markets and local producers benefited from that trend, and the following years brought ups and downs as external forces led people to local producers.

The market, like many others around the country, felt the impact of the pandemic, as food meant for wholesale accounts was shifted to retail channels after restaurants suddenly shut their doors and consumers embraced home cooking. In harder economic times people actually spend more at the farmers' markets because the effect is they're going out to eat less and because they're going out to eat less, they're willing to spend a little bit more for what they're eating at home and getting higher quality food.

Thousands of farmers markets across the country now allow customers to pay with SNAP benefits, boosting the likelihood that lower-income consumers will be able to stretch their food budgets while buying healthy, seasonal fruits and vegetables.



[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



STEP INTO OUR FIELDS
AND SEE A DAY IN THE
LIFE OF A LIPMAN
FARM MANAGER 🚜👨
MEET LACY CHURCH!

