

JUNE 13, 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

ROUND TOMATOES

Despite persistent weather challenges in key growing regions, round tomatoes remain readily available in the East this week. Quincy, Florida, is producing good-quality fruit with larger sizing, though volumes are lighter than in typical years. In nearby South Georgia, light to moderate volumes of vine-ripes are also available. Lipman's South Carolina program is well underway, though nearly daily rain has impacted harvest schedules. While a small percentage of fruit has been lost to color issues due to delays, overall yields have remained solid. Looking ahead, round tomato harvests in Virginia and Tennessee are expected to begin around the July 4th holiday. Out West, fruit is available from both Mexico and California. Sinaloa's season is winding down, and quality is declining as expected at the end of the crop cycle. However, new crops are online in Baja and Central Mexico, where quality and consistency are currently stronger. Domestically, several growers in California's San Joaquin Valley have started harvesting on a limited scale, with Lipman expected to begin their program around July 4th.

ENGLISH CUCUMBERS

Canadian English cucumber volumes are relatively steady this week with adequate volumes to meet demand. Quality continues to be solid, with strong shelf life and consistent sizing. Western Canada, in particular, is seeing slightly smaller sizing, but the fruit still meets retail specs. Meanwhile, Mexico is contributing light but steady volume from a few growers who maintain year-round production.

ROMA TOMATOES

Roma tomato supply remains very limited in the East, with only a handful of growers currently harvesting in the Quincy, Florida area. Eastern volumes are expected to stay light until additional programs, including Tennessee, begin ramping up around the July 4th holiday. In the West, supply is more stable, with consistent volumes coming from new crops in Baja and Eastern/Central Mexico. These regions are expected to maintain steady output in the coming weeks. Quality is mostly good from these newer growing zones, though it can vary by farm and lot. Sonora is still producing, but quality is more variable as that season winds down. Looking ahead, the first California romas are expected to hit the market within the next week, with more growers gradually coming online. Lipman is projected to begin harvesting in 10-14 days, which will help boost domestic availability heading into mid-summer.

GREEN BEANS

Eastern green bean supply this week is primarily coming from Georgia and North Carolina. Quality has been somewhat variable in both regions, largely due to recent weather challenges affecting crops. We anticipate Virginia's green bean harvest to begin within the next 10 days, which should significantly boost available volumes. On the West Coast, supplies remain light, with a few green beans arriving through Nogales; quality here ranges from fair to good, though some lots have exhibited russetting, nesting, and decay issues. Baja has recently started harvesting new crops with stronger quality but volume remains light. Washington State is also expected to contribute to the supply mix around June 20th, further enhancing availability for retail and foodservice customers.

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GRAPE TOMATOES

Grape tomato supply is at moderate levels in the East this week, with Lipman continuing to harvest in South Carolina despite frequent rain events. The region has experienced regular showers throughout the growing cycle, which has actually helped strengthen the plants and fruit against current weather pressures. While harvest crews are grading closely for splits and other rain-related defects, end-user packs have maintained good overall quality. Looking ahead, Lipman anticipates starting their Virginia harvest by late June, weather permitting. In the West, Culiacan is nearing the end of its season, with volumes tapering off steadily. Meanwhile, new crop harvests are underway in East/Central Mexico and Baja. Among these, Baja has shown the most consistency in both quality and volume this week, offering a reliable option for buyers seeking steady supply. Overall, supply remains adequate across regions, with some variability tied to weather and seasonality.

TOMATO ON THE VINE

TOV supply is currently dominated by Canadian production, as most Mexican growers have wrapped up and await the start of new crops in July. Canadian greenhouses are offering adequate volumes with strong quality and favorable sizing, supporting steady supply for both retail and foodservice channels.

CHILI PEPPERS

Chili pepper supply is strong this week, with Georgia leading Eastern production. The state is currently harvesting all mainline varieties—including jalapeños, serranos, poblanos, and anaheims—as well as a selection of specialty chilies. There are still a few late-season chilies coming out of Florida, but quality concerns are increasing due to the age of the crop. Georgia's season is expected to continue for the next several weeks, and regional programs in North Carolina, Kentucky, and New Jersey will begin to add volume through July. In the West, chili pepper supply is readily available, with product coming from Sonora, Central Mexico, Baja, and California. Sonora's season is nearing completion, likely wrapping up after this week as temperatures rise. California has begun harvesting, though availability remains sporadic. For now, Baja and Central Mexico are providing the most consistent supply and quality. Tomatillo quality remains inconsistent, with ongoing challenges across multiple regions. However, Baja is showing some improvement, with pockets of nicer fruit becoming available.

CUCUMBERS

Cucumber supplies are steady across multiple regions, with active production in Georgia and North Carolina and New Jersey expected to start soon. Georgia is offering strong volumes, though recent frequent rains have impacted quality in some fields, leading to a mixed pack-out. Lipman's fields in eastern North Carolina are producing moderate volumes with good overall quality. In the West, supply continues from Sonora, Central Mexico, and Baja. Baja's newer crops are showing the best quality and consistency, while product from Sonora and Central Mexico is beginning to show signs of heat stress, resulting in fair to good quality. Despite regional variations, overall availability remains solid, supporting consistent fill rates for both retail and foodservice customers.

HARD SQUASH

Light volumes of hard squash are now coming out of Georgia. The season is still early, but more regional programs—particularly in Kentucky—are expected to come online in July, helping to boost Eastern availability. In the meantime, the bulk of current supply continues to come from Sonora, where overall quality has been consistent. Some light scarring on spaghetti squash and ground spots on acorn have been noted, but not at levels affecting marketability. On the West Coast, California's Fresno district has started acorn squash in a limited way, with spaghetti expected next week and butternut to follow shortly after. As California ramps up, supply will increase and demand is expected to shift westward, particularly as domestic freight advantages and fresher product come into play.

GREEN BELL PEPPERS

The majority of Eastern bell pepper supply is currently coming out of Georgia. However, demand has been soft, leading to delays in harvesting and some impact on quality—most notably issues with bruising and early signs of decay. Growers in Georgia are expected to continue harvesting for another two weeks, depending on market conditions and product quality. Lipman's coastal North Carolina program is set to begin around June 20th, with several additional regional programs coming online throughout July, which should help bolster Eastern supply. In the West, while a few peppers are still crossing through Nogales, most retail-grade product is now shipping from California's Coachella Valley. As expected, quality and sizing from Coachella have been strong and consistent. As that region winds down, production will shift north to Bakersfield, where harvest is expected to start soon and continue providing steady Western supply.



LIPMAN FAMILY FARMS' ELYSE LIPMAN DISCUSSES RECENT OPERATIONAL INVESTMENTS

ANDNOWUKNOW.COM

June 9, 2025

As we reported last month, Lipman Family Farms is strengthening its supply chain capabilities and expanding its product portfolio. With peak summer season approaching fast, I touched base with Chief Executive Officer Elyse Lipman to learn more about the ways in which the company is growing.

Lipman has been very strategic in its regional expansion planning. How does this benefit your customers during the summer?

Elyse Lipman, Chief Executive Officer, Lipman Family Farms: "This secures domestic supply even during the transitional months, which provides surety of supply and accessibility of supply. It provides local opportunities for our customers and consumers, offering promotional opportunities and an opportunity to tell the farmer's story, bringing consumers closer to where their food comes from. We have the opportunity to support local growers in their respective regions. This provides ample opportunities to tell the farmer's story, as well as support small, family-owned businesses and share thorough practices, such as food safety standards, packing capabilities, and marketing support."

Can you provide more details regarding the quality and availability of the listed programs?

"Our newest farms in Tennessee will be supplying Lipman round tomatoes and Roma tomatoes during the summer season. We are optimistic of great quality and availability, even as we faced months of clean up and repairing from the fall season hurricanes that struck the area. We have come back stronger than ever and have great people at the TN farms dedicated to harvesting a strong crop this summer."

What efforts went into rebuilding after the hurricane?

"There was an amazing dedication from our team to overcome the devastation caused by the hurricanes back in the fall. First and foremost, we supported our people and dedicated time to ensure our teams were safe and secure. Our facilities outside of Tennessee and North Carolina sent truckloads of perishables and other essentials to those affected communities. We cleaned up what had been laid and prepared for the season ahead, which the storm had blown away. We then replanted and relaid for the season ahead."

Are there additional plans for expansion we can tease to our readership?

"We are launching a fresh-cut division at our California repack facility, and there's room to expand in all divisions of our supply chain, including value-added."



[READ MORE HERE](#)

GEN Z CONSUMERS SURPASS MILLENNIALS AS THE MOST FREQUENT RESTAURANT USERS

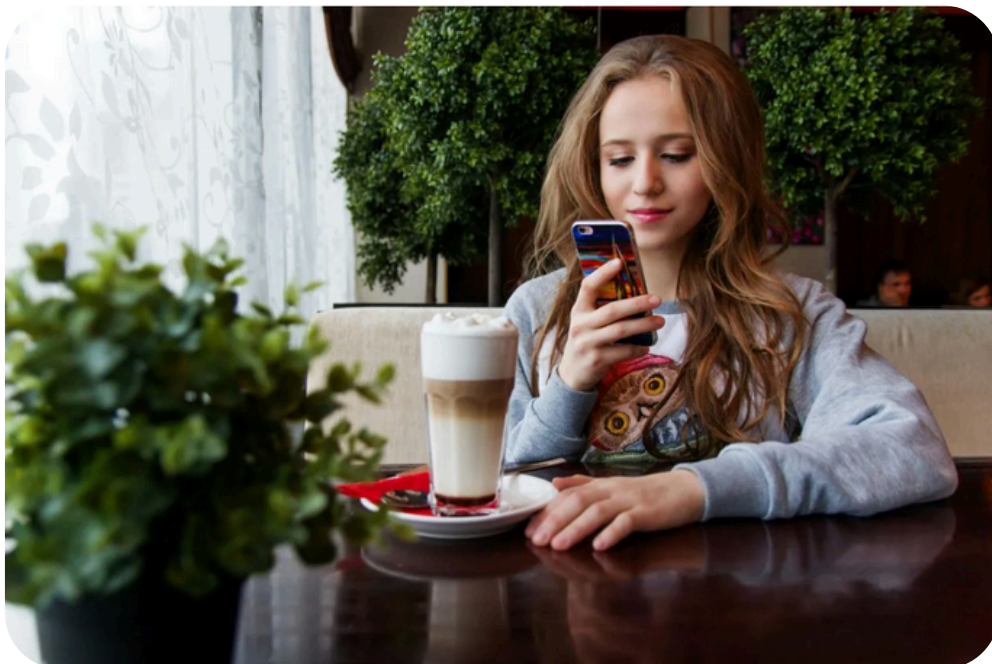
[NRN.COM](https://www.nrn.com)

JUNE 4, 2025

It looks like we're reaching an inflection point, as Gen Z consumers surpass millennial consumers as the most frequent restaurant users. Gen Z (born between 1997 and 2012) makes up about 20% of the adult population in the United States compared to 32% of millennials (born between 1981 and 1996). Though it is a smaller cohort, their frequency is leading to an overweight share of dollars. Indeed, Gen Z is expected to wield \$12 trillion in spending power by 2030, likely making it the wealthiest generation ever.

Traditionally, peak frequency occurs between the ages of 32 and 35, but the age is beginning to skew younger as Gen Z is on the cusp of turning 30. What does that mean? For starters, Gen Z consumers are not only digital natives, they're digital dependent. They've had the world at their digital fingertips from the beginning. They're extremely well informed and feel highly empowered. Combine this with the distrust they have of many legacy systems and societal parameters, and you have a highly entrepreneurial group and independent thinkers who want to carve their own path. Gen Z takes their motto — work to live, do not live to work — very seriously.

What does it mean for restaurant operators and marketers, specifically? Of course, Gen Z is not monolithic, but there are certain behaviors these consumers exhibit widely that restaurant brands could leverage. They feel time-starved, for instance, especially since the pandemic, and they're using restaurants to get through their busy days. Also, contrary to viral social media posts, they're not overly adventurous eaters. Further, Gen Z places a significant focus on value, which is defined as much more than just price point. It also includes that sought-after vibe, menu offerings and, most importantly, hospitality.



[READ MORE HERE](#)

UPCOMING EVENTS:

JULY 9-10

ORGANIC PRODUCE SUMMIT

MONTEREY CONFERENCE CENTER
MONTEREY, CALIFORNIA

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

JULY 31 - AUG 1

IFPA FOODSERVICE CONFERENCE

MONTEREY CONFERENCE CENTER
MONTEREY, CALIFORNIA

<https://www.freshproduce.com/events/the-foodservice-conference/>

TOMATO SNAPSHOT



FRESH, SEASONAL,
AND FULL OF
FLAVOR: HERE'S THIS
WEEK'S FARM-FRESH
DISH! 🌽🍅🌶️

