

JUNE 20, 2025

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# ON THE H O R I Z O N

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Consistent*

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industry updates

**CROP &  
MARKET**  
INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Eastern Roma tomato production remains limited, with light acreage currently active in the Quincy, FL/South Georgia region. Most crown harvests have been completed, and growers are now focused on second picks, which will continue as long as market conditions and quality hold. Quality in this region has been fairly consistent and generally good. Looking ahead, the next significant Eastern production area will be Tennessee, where Lipman is on track to begin harvesting around July 4th. In the West, Roma supplies are plentiful, with steady production from Baja and East/Central Mexico. California growers, including those in the San Joaquin Valley, are just beginning their seasons, and volumes are expected to build to typical seasonal levels over the coming weeks. West Mexico continues to harvest fruit but is expected to wind down soon. While some growers in Mexico will finish and others begin, overall volume from the region should remain stable in the near term. Quality remains good across most regions, although the later-season fruit out of West Mexico has presented slightly more challenges.

## MINI SWEET PEPPERS

Mexico's mini sweet pepper production is currently transitioning from West Mexico to Baja. Volumes from the new Baja crops have started light, but supplies are expected to become more consistent over the next few weeks. In addition to Baja, some product is also available from California and in limited quantities from British Columbia, Canada. Quality from the newer production areas has been good, while remaining fruit from West Mexico has shown a decline in quality as the region winds down its season.

## ROUND TOMATOES

Round tomato supply has been relatively steady in the East, with current production focused in South Carolina and the Quincy, FL/South Georgia region. The Quincy area has completed its crown harvests and may continue with second picks for a few more weeks, depending on market conditions. Lipman's South Carolina harvests have remained consistent, despite frequent rain events. The sizing profile is slightly smaller now that we are through crown picks, but overall quality has been strong, particularly given the recent weather challenges. Looking ahead, Lipman expects to begin harvesting in both Virginia and Tennessee around July 7th. In the West, ample supplies are coming from Mexico, and California growers are gradually coming online. As with romas, West Mexico is nearing the end of its season, with decreasing volumes and some spotty quality concerns. However, Baja and East/Central Mexico are expected to maintain consistent production in the near term. California farms are getting started, with more volume and growers expected to start over the next two weeks. Lipman will add to the mix from its California fields around July 1st. The early fruit currently available has shown acceptable quality.

## TOMATO ON THE VINE

TOV volumes remain mostly steady out of Canada, which is currently the primary production region. Quality and sizing reports have been favorable, with consistent fruit being packed. Looking ahead, several Mexican growers are expected to begin new crop harvests in the coming weeks, which should help bolster supply and add flexibility to the market.

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## GRAPE TOMATOES

Grape tomato supplies are adequate in the East this week, with Lipman's South Carolina fields producing the strongest volumes and additional light production in North and Central Florida. While recent weather in South Carolina has introduced some quality concerns, careful grading has ensured that the final pack remains clean and of good quality. Looking ahead, Lipman expects to begin harvesting in Virginia within the next 5–7 days, which will add fresh crop fruit to the Eastern pipeline. In the West, although West Mexico is quickly winding down, Baja and East/Central Mexico continue to offer steady supplies and generally good quality, helping to support Western demand.

## GREEN BEANS

Green bean supply in the Eastern U.S. has tightened significantly in recent days. Georgia has been the primary producing region, but persistent quality issues—driven by unfavorable weather—have forced growers to skip over fields, resulting in lower-than-expected volumes. North Carolina is also seeing limited availability due to similar quality challenges, though some improvement is anticipated within the next few days. Relief is on the horizon, however, as Virginia is set to begin harvests this weekend, and Michigan is expected to follow in about a week, which should help stabilize Eastern supplies. In the West, green beans are currently available from both Baja, Mexico and California. While both regions are shipping acceptable product, California's quality is stronger at this stage. Additionally, Lipman's partner in Washington has begun harvesting in a limited way, with volume expected to pick up in the coming week. As regional transitions progress, national supply should gradually improve, but short-term availability remains tight in the East.

## CALABACITAS

Calabacita supply has lightened up in the Eastern U.S. as Georgia's season comes to a close, leaving only limited availability in the region. New Jersey continues to produce some fruit, but the crop has primarily yielded shorter-sized squash, which does not meet the specifications of all retail programs. As a result, Eastern supply is becoming increasingly constrained. In the West, calabacita remains more widely available with production active in Washington, California, and Baja, Mexico. Quality from all western regions has been reported as strong, with no significant issues noted.

## ORGANIC ROMA TOMATOES

Although West Mexico's season is almost complete, production has begun in both Baja and Central Mexico. Although overall volume remains on the lighter side, we expect to see increased volumes over the next few weeks as the remaining growers come online. Baja's quality has been particularly nice so far.

## GREEN BELL PEPPERS

Georgia's green bell pepper supplies are beginning to taper off as over half the growers are expected to wrap up their harvests by this weekend. While a few growers will continue for several more weeks, the industry is entering the typical summertime regionalization of production. Quality out of Georgia has been mixed due to inconsistent weather conditions in recent weeks. Meanwhile, Lipman's coastal Carolina program has begun harvesting on a light scale, with volumes expected to ramp up in the coming days. Additional supply from local programs in New Jersey, Kentucky, Pennsylvania, and other regional markets such as Michigan, is anticipated within the next few weeks, which will help maintain availability through the summer months. In the West, green bell peppers are being harvested in both the Coachella Valley and the Bakersfield area as production transitions between the two growing zones. Quality, size, and color have been favorable from both of these western regions. Looking ahead, Washington state is expected to begin its season within the next month, adding to the broader supply picture as summer progresses.

## CUCUMBERS

Cucumber supply in the Eastern U.S. is currently adequate but is expected to be lighter over the next week. Georgia, which has been a key source of volume, is in its seasonal decline as quality challenges—largely due to weather—have forced some growers to end their harvests early. A few producers will continue harvesting for another 2–3 weeks. Lipman's North Carolina program, which has provided steady supply recently, is also wrapping up this week. Meanwhile, New Jersey has entered production on a light scale with good quality, and volumes are expected to increase significantly within the next 5–7 days. Looking further ahead, Michigan is poised to begin harvests in about 10 days, which will help bolster Eastern supplies. In the West, Baja, Mexico is now the primary production area for cucumbers. Most growers are active, and full regional participation is expected by the end of June. Quality from Baja has been strong, contrasting with the fruit from Mainland Mexico, which has been more marginal. In Nogales, the season is nearly complete, with only a few growers still in operation.

## ORGANIC GRAPE TOMATOES

Organic grape tomato supply remains steady, with consistent product availability from both Baja and Central Mexico. Volumes have been consistent, supporting stable fills across both retail and foodservice channels. Quality has been reliably good, with fruit showing strong color, firmness, and shelf life. Barring any unexpected weather shifts, supply and quality are expected to remain stable in the near term.



## HOW SOCIAL MEDIA, SUSTAINABILITY AND SMART TECH ARE RESHAPING THE INDUSTRY

[THEPACKER.COM](http://THEPACKER.COM)

JUNE 19, 2025

Some technology is less tangible than an optical sorter, but that doesn't change the impact it can have on the industry. Consider social media. While it is not growing technology in a classic sense, it is a vehicle that has driven on-farm activities as much as any farm truck.

### From Social to Sustainability

Since social media means a shorter distance between farm and fork, it allows consumers to gain information — and demand greater action — on topics that are important to them. Topics that include sustainability. Sustainable packaging is an area of growing interest. In the past three years, respondents have consistently rated biodegradable packaging as a key way the fresh produce industry can promote sustainability. There are a lot of ways packaging can be sustainable. There is the direct way that most consumers likely think about — packaging material that is recyclable or biodegradable, or as minimal as can still get the job done — but roughly 90% of the work of packaging is done before a product reaches the consumer.

### Smart Tech Has Changed Labor

The advancements of technology have supported the flexibility and adaptability of our ability to process and get food to the store shelves. With technologies, we're able to determine what size produce is and how fancy it is. Though the point of smart technologies isn't to replace human labor, when it does, it also opens up the opportunity for operations to reallocate their talent. It creates more growth opportunities for your workforce, whether it means becoming a lead, a supervisor, perhaps even a manager, or creating new departments — wherever there may be a gap.

### Focus on a More Efficient Future

Tools that make it easier for producers to make good, data-based decisions are the future of technology in produce. Using aggregated data to pull the industry together and design this more resilient and safer ecosystem for growers. It's not just machines and software but also new approaches and processes. Technology is hand in hand with innovation, and innovation is a supporter of anything that helps make improvements.



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## WHY TOMATOES AND EGGS ARE A UNIVERSAL CULINARY MATCH

[SALON.COM](https://www.salon.com)

June 9, 2025

Tomato and egg is a culinary truth, one of those elemental pairings that shows up across cultures not because anyone decided it should, but because it just makes sense. You see it everywhere. Once you start looking.

In China, there's the beloved tomato-egg stir-fry, which is quick, soft-scrambled and just sweet enough to make the dish feel round-edged and soothing. In North Africa and the Levant, it's shakshuka: eggs poached in a rich, spiced tomato sauce that hisses when it hits the pan and settles into something molten and slow. Italy has uova al purgatorio (eggs simmered in arrabbiata, roughly translated to "eggs in purgatory") while Mexico gives us huevos rancheros, with fried tortillas and tomato-chile salsa. Even in the American South, there are riffs.

Of course, not every dish bridges cultures so easily. Some foreground our differences — the textures we prize, the sweetness we expect, the ways we learn to eat. In many East Asian cuisines, there's an appreciation for bounce and resistance, what Americans might describe as "toothsome" or mistake for undercooked. In the U.S., sweetness shows up everywhere — even in places it doesn't strictly belong. But tomato and egg? It transcends. There's something elemental about the combination that makes it universally appealing, even as the forms shift from table to table, home to home.

At the core, it's chemistry. Tomatoes bring acid and glutamates, the backbone of umami. Eggs bring fat, protein and a mellow, velvety savoriness. Together, they strike a balance: sharp and soft, bright and rich. The pairing satisfies on a level deeper than craving — almost architectural, like a well-engineered bridge. Part of the magic is how simple these dishes tend to be. With the chemistry already working in the cook's favor, tomato and egg needs little else to become dinner. It's cheap. It's fast. It's almost impossible to mess up, which may be why it's often the first dish a kid learns to make.

Tomato and egg isn't just a pairing, but a comfort script. A conversation between ingredients that already know how to take care of you.



[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



**FRUIT OR VEGGIE? THAT IS THE  
JUICY QUESTION.**

**Technically, tomatoes are a fruit  
(thanks, science), but in the kitchen,  
they're honorary veggies — and the  
MVP of summer snacking, sauces, and  
salads.**

**Whether you slice 'em, dice 'em, or  
snack straight from the vine, we're  
team tomato all the way.**

