

JUNE 6, 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

As with romas, the bulk of Central Florida's round tomato production has wrapped up. Any remaining fruit from that region may show some quality concerns, as challenging late-season weather has impacted shelf life and appearance. Harvest has now shifted north to South Georgia, North Florida, and Lipman's South Carolina crop. Early indications from South Carolina are positive, with solid yields, good quality, and a nice range of sizes. This region is expected to produce for the next 4-6 weeks, before transitioning into Virginia, Tennessee, and North Carolina for the remainder of the summer. In the West, round tomatoes remain available from West Mexico, Central Mexico, and Baja. West Mexico's season is winding down, while Central Mexico and Baja are gaining momentum with new acreage and increasing grower participation. Quality has been consistent in these newer regions, and volume is expected to build steadily. California is also on the horizon—one grower has already started in a light way, and additional volume, including from Lipman, is expected to come online over the next few weeks. Overall, round tomato supply is in a transitional phase but remains stable across multiple regions.

WATERMELONS

Watermelon production is currently centered in the North Florida/South Georgia region. Recent weather has put some pressure on quality, and post-Memorial Day demand has slowed, causing a backup in harvests that has further contributed to issues such as over-maturity and sunburn. Despite these short-term challenges, the outlook is positive: Georgia's volume is expected to ramp up over the next 7-10 days, which should bring more consistent supply and improved overall quality as new fields come into harvest.

ROMA TOMATOES

With the Central Florida season now complete, Eastern Roma tomato volumes have tapered off and are currently limited to light plantings in the South Georgia and North Florida region. Quality on available fruit is mostly good, but overall acreage is minimal. As a result, most buyers will be looking west for supply over the next month. Tennessee and other local programs in the East are expected to begin shortly after July 4th, bringing consistent volumes that should carry through the summer and into the fall. On the western front, Mexico is transitioning from older fields in West Mexico to fresh crops in Central Mexico and Baja. West Mexico is expected to continue harvesting through June, although an earlier finish is possible depending on quality and market conditions. California growers, including Lipman, are on tap to get started in the 3rd and 4th weeks of June.

GRAPE TOMATOES

Grape tomato supplies are steady and moderate this week as production transitions to new growing regions. In the East, harvest has moved into South Carolina as well as North Florida and South Georgia. Quality from these new-crop areas has been good, with firm texture and vibrant color. However, any remaining fruit out of Central Florida is showing signs of decline, with quality challenges typical of the season's end. In Mexico, the Culiacán region is nearing the end of its season and is expected to wind down over the next 2-3 weeks. Fortunately, growers in East/Central Mexico and Baja have now started harvesting and are expected to provide stable supply and consistent quality for at least the next several weeks.

[CONTINUED ON THE NEXT PAGE](#)



YELLOW & ZUCCHINI SQUASH

Eastern squash production is beginning to regionalize as Georgia winds down for the season. New crops have started this week in North Carolina, New Jersey, and other local pockets, bringing fresh supply to market. In coastal North Carolina, volume is currently light to moderate, but quality has been strong with all fruit coming from new fields. In the West, Sonora is on the downhill side of its season, with primarily zucchini still being harvested. Meanwhile, California's Santa Maria district is in full swing with both zucchini and yellow squash, and our partner grower in Washington has also begun harvest. Zucchini quality has been solid across all regions, while yellow squash has been more variable—showing only fair condition out of Santa Maria and Sonora. As additional regional programs come online, we expect continued steady availability and improving quality across both varieties.

HARD SQUASH

Hard squash supply remains centered in Mexico, with only minimal volumes available in the Eastern U.S. The Sonora region is currently shipping acorn, butternut, spaghetti, and kabocha squash in light to moderate volumes. Acorn squash is expected to finish up within the next week or two, while the other varieties should remain available through the end of June. Quality on butternut has been strong, while acorn is showing some typical late-season issues such as ground spots and inconsistent color. Spaghetti squash continues to face light scarring concerns, which is common for the variety. Kabocha quality has been mostly consistent. Looking ahead, production will gradually shift to California and Washington state over the next month.

EGGPLANT

Eggplant supply remains available from the Plant City, Florida area, though that region is nearing the end of its season. Some quality issues have been reported from older fields, but good fruit is still being shipped with selective harvesting. Georgia has now begun harvesting as well, adding fresh volume to Eastern supply. Looking ahead, North Carolina is expected to start in the June 20–25 range, which will help maintain continuity as Southern regions taper off. In the West, eggplant remains primarily a Californiadeal. Supply out of the desert has been steady, and overall quality has been strong. With both the East and West active and more coming online shortly, eggplant availability should remain consistent heading into summer.

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.

CUCUMBERS

Cucumber supply in the East is steady this week, with Georgia expected to continue harvesting through the month of June. Lipman's coastal North Carolina program has also begun, and early yields appear to be average with good quality overall, despite some recent rain events. Looking ahead, we anticipate New Jersey and other local or regional programs to begin in the coming weeks, helping to strengthen Eastern supply heading into summer. In the West, product remains available from multiple regions in Mexico, with overall good availability. The highest quality fruit is currently coming from newer crops in Baja, though no major issues have been reported from other Mexican production areas. As supply from both U.S. and Mexican regions overlap, we expect consistent availability and stable quality to continue.

GREEN BEANS

Green bean supply is plentiful in the East, with strong volumes coming out of Georgia and North Florida. Quality has been mostly good, making it a favorable time for retail promotions and foodservice applications alike. In the West, supply from Mexico is beginning to wind down and will continue for another 10–14 days, depending on weather and quality. As the crop enters its latter stages, quality has become more variable, with some reports of russetting, misshapen pods, and color issues. Early volumes are beginning to emerge from Baja and the California desert, though these are still light. Looking ahead, Washington State is expected to begin its green bean season between June 15–20, which should help bolster Western supply and improve overall quality.

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.



FRESH TRENDS 2025: IS THE TIME RIGHT FOR VALUE-ADD?

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

June 5, 2025

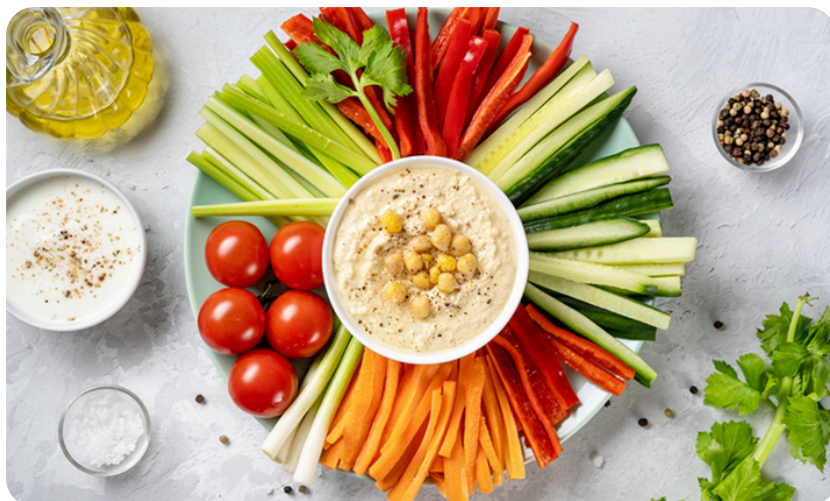
Consumers are quick to cut back on value-added produce when they're pinching pennies, more than half of consumers surveyed, or 55%, reported having purchased more value-added (fresh-cut fruit and veggies, ready-to-heat, ready-to-eat) produce in the past five years. That percentage increased significantly among consumers with dependent children. Seventy-seven percent of households with two dependent children and 72% of households with three or more dependents reported purchasing more value-added produce in the past five years. And when asked, "If price were not an issue, which of the following items would you purchase more of?" 33% of consumers indicated value-added produce.

Saving Time is Key

When talking about value-add, time is of the essence. When asked to choose one primary reason for their increased purchase of value-added produce, convenience and saving time was the No. 1 driver at 44% of consumers. Thirty percent cited flavor and taste; 17% chose "value" and just 9% indicated reduced waste. Not surprisingly, at 51%, families with three or more dependent children cited convenience and saving time as the primary reason to purchase more value-added produce than any other demographic. Generationally speaking, 47% of Gen Z, 42% of millennials, 46% of Gen X, 43% of baby boomers and 27% of traditionalists indicated convenience and saving time were the primary drivers to purchase value-added produce items.

Who's Buying More

Another positive for the category: 62% of consumers said they anticipate continuing to buy more value-added or prepared produce over the next 12 months. And again, that percentage surges for households with dependent children. Eighty-two percent of households with two dependent children and 77% of households with three or more dependent children said they anticipate continuing to buy more value-added produce in the next 12 months. Younger shoppers led the way in terms of expecting to buy more value-added/prepared produce in the next 12 months, with 74% of millennials and 64% of Gen Z indicating so, compared to 59% of Gen X, 44% of baby boomers and 47% of traditionalists.



[READ MORE HERE](#)

IN THE TRENCHES: SUMMER SELLING IS THE NATIONAL PASTIME FOR PRODUCE

THEPRODUCENEWS.COM

JUNE 6, 2025

With summer in full swing, people love to travel, go camping, grill and watch our national pastime — baseball. Many of us have a national pastime in the produce industry. We're up early, first on the market and first in the stores. Like ball players, produce people eat, sleep, walk and talk produce. Retail produce people are also very anxious for spring to arrive. Spring is the door to the summer produce sales season. With summer right around the corner, so is the produce national pastime. This is the time to get excited about selling produce. In the summer months, eating habits change and consumers spend more of their food shopping dollars on fresh produce. The greatest amount of glamour and sales volume come from the hot summer months.

The time is now. The script has changed from winter to summer. All produce personnel should be stepping onto the field ready to play their roles every day. When the doors open in the morning, it should be to play ball and score as many sales as possible. It's also a whole new ball game in the produce business. Equipment, merchandising strategies, operating methods, consumer eating habits and technology have all made a big impact on produce. The industry has adapted to several big ongoing changes. Sales records are consistently being broken.

Times have changed and promoting and merchandising have changed. Product availability is now in a year-round supply. Items such as watermelons, asparagus, berries and sweet corn were once only available during spring and summer. Now they are in stores 52 weeks of the year. Produce retailers that cut back on certain category items in the summer months should change those habits. A strong effort should be put into generating incremental sales by promoting the fall and winter category items in addition to traditional summer produce. In order to grow produce sales, you have to not only think big — but think bigger. When seasonal items arrive, don't ignore the others.



[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



Tomato girl summer
is here 🍅☀️ and
we're serving fresh,
flavorful looks and
snacks.

