

JULY 11, 2025

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ON THE H O R I Z O N

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industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato harvests are now underway in both Tennessee and Virginia, signaling improved availability in the Eastern U.S. Tennessee's production has started off light, but volumes are expected to pick up significantly over the next 7–10 days. Virginia is showing more consistent output, with solid quality, good packouts, and favorable sizing. Additional fruit is also available from North Carolina, Alabama, and Arkansas, making round tomatoes increasingly accessible across the region. In the West, supply continues to come from California, Baja, and Eastern/Central Mexico. California fruit has been of good quality overall, though the current harvest regions are experiencing hotter temperatures, which has led to a slight dip in quality this week. In Baja, sizing is trending smaller, with larger fruit becoming scarcer as is typical for this point in the season. Meanwhile, Eastern and Central Mexico are providing steady supplies, and this consistency is expected to continue in the short term.

GRAPE TOMATOES

Grape tomato supplies are currently tight, but improvements are on the horizon as new crops begin to ramp up. Lipman's Virginia farm is transitioning into more consistent production, and availability is expected to improve over the coming week. Early volume out of Virginia has been light, and quality has been variable, but packouts are becoming more reliable as the crop matures. Additional light volumes are coming online in Tennessee, Alabama, and North Carolina, though these programs are still in early stages. In the West, Baja and Eastern/Central Mexico continue to offer moderate, steady supplies. However, availability remains snug overall, as increased demand from the Eastern U.S. has placed added pressure on Western inventories. As Eastern production increases over the next 7–10 days, we anticipate a more balanced market.

ROMA TOMATOES

After several weeks of limited supply, the Eastern U.S. is on the verge of more consistent roma tomato availability. Tennessee farms have begun harvesting, and product should begin flowing through the supply chain over the weekend. While volumes are still ramping up, production is expected to gain momentum over the next two weeks. Early quality reports are positive, highlighting firm fruit with good sizing. Additional regional programs are also set to come online in the coming days, further strengthening Eastern supply. In the West, roma tomatoes are available from California, Baja, and Eastern/Central Mexico. California is in good production, with consistent volumes reported from most growers, including Lipman. Sizing has trended toward jumbo and XL, and fruit has been firm overall. Some varieties have shown minor cosmetic issues, such as gold flecking, but overall quality is solid. Baja continues to produce moderate volumes, though some growing areas are cycling in and out of production. Looking ahead, Baja's supply may tighten slightly, as fewer acres were planted for this part of the season. Eastern/Central Mexico remains steady, with consistent volume expected to continue for the next several weeks.

ORGANIC ROMA TOMATOES

Organic romas continue to be a challenging item, with limited availability from both Baja and Central Mexico. Supply has remained tight, and quality has been inconsistent. However, new plantings are now starting to come in from Baja, which should bring modest improvements in both volume and quality in the coming weeks. While the market remains tight for now, conditions are expected to gradually improve as harvests progress.

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ZUCCHINI & YELLOW SQUASH

Summer squash—particularly yellow squash—has been snug in supply over the past week. Challenging weather conditions across the Eastern U.S. have delayed starts and caused crop issues for several growers, contributing to the current situation. New Jersey's production has been very light, though volume is gradually improving and is expected to return to more typical levels soon. Michigan, New York, and Canadian growers are in the early stages of their seasons and have yet to ramp up, but increased supply from these regions is expected shortly. Additionally, local programs in Virginia, Kentucky, and North Carolina are producing light volumes. Quality has been mostly good on zucchini, while yellow squash continues to show some typical variability, including occasional scarring and scuffing. In the West, Washington farms are in peak production with excellent quality, and are expected to continue strong through July. As Washington winds down later this month, volumes will be focused in California, where Santa Maria and Fresno are actively harvesting from new fields. Quality in both areas has been solid overall, with yellow squash again showing the usual mixed cosmetic issues.

BELL PEPPERS

Bell pepper supply remains extremely limited in the Eastern U.S. as the seasonal transition from southern to more northern growing regions has proven challenging. In Eastern North Carolina, crops are wrapping up earlier than expected due to a combination of excessive heat and rain, which hindered later fruit set. New Jersey has just begun harvesting this week with light volume, producing very large jumbo-sized fruit. While a few other localized growing areas are contributing light supply, none have provided meaningful volume so far. The supply outlook in the East should gradually improve over the next two weeks as New Jersey ramps up and additional regions—including Michigan—enter production. Out West, the Bakersfield, CA season is winding down, while Fresno has just begun harvesting. Volume remains light to moderate, and strong Eastern demand is tightening availability. Fresno production is expected to increase steadily over the next 7–10 days. Quality has been excellent in California and overall good in the East for the fruit that is available.

ENGLISH CUCUMBERS

Western Canada's English cucumber supplies are a bit tighter this week, with volumes slightly below recent averages. Quality has also declined somewhat, with reports of reduced shelf life and occasional soft or shriveled ends. While availability is still manageable, close attention to quality on arrival is recommended.

TOMATOES ON THE VINE (TOVs)

TOVs are consistent in Canada this week, after experiencing a mid-season flush. Quality and sizing have been favorable, with no significant issues reported. Looking ahead, multiple growers in Mexico are expected to begin new crops over the coming weeks, which will help strengthen overall supply and provide added flexibility in the market.

MINI SWEET PEPPERS

Mini sweet pepper supply remains limited this week, with light production coming out of both Baja and California. Availability is tight, and short-term supply challenges are likely until additional crops/plantings come online. Relief is expected around August 15th, when our Washington state partner begins harvest, offering a more stable and consistent source for our customers.

ORGANIC BELL PEPPERS

Organic red, yellow, and orange bell peppers are in very short supply this week. In Eastern Canada, earlier periods of extreme heat have slowed production, with yellow and orange peppers more heavily impacted than reds. While growers don't anticipate a major recovery, a slight increase in volume is expected over the next week. Central Mexico is also experiencing very light supplies, largely due to extended rain and overcast conditions that have delayed harvests and affected yields. Across both regions, quality has been fair but inconsistent, with some reports of bruising, shrivel, and pitting—common issues when availability is tight and markets are elevated. Although gradual improvement is anticipated in the coming weeks, no significant volume increases are expected in the short term.

GREEN BEANS

Green bean supply remains sporadic and generally light across the Eastern U.S. this week. Limited production is coming out of Virginia and Michigan, but both regions have experienced inconsistent harvests due to crop skips, resulting in unreliable supply. Looking ahead, volume is expected to improve in the next 7–10 days as these areas stabilize and New York enters the market with its seasonal production. In the West, Santa Maria's output has been very light recently, while Brentwood has maintained more consistent volume. Washington is also contributing to supply, though much of that product is staying local. Across all growing regions, quality has been reported as good.



TOMATO GROWERS' PARTNERSHIP SECURES SUPPLY THROUGH WINTER MONTHS

[FRESHPLAZA.COM](https://freshplaza.com)

JULY 8, 2025

Open-field tomato grower, Lipman Family Farms has announced a new partnership with Florida-based West Coast Tomato to sell and market their round and roma tomato crop for the upcoming fall and winter season.

This agreement strengthens Lipman's domestic supply chain by securing access to a reliable, locally grown tomato crop. As a result, customers can expect increased consistency and quality throughout the colder months when supply is traditionally more limited.

"This deal aligns with our ongoing commitment to delivering fresh produce year-round while supporting regional growers and ensuring supply chain continuity," said Elyse Lipman, CEO at Lipman Family Farms.

West Coast Tomato has strong roots in Florida agriculture. Led by Dan McClure, 5th generation of family leadership, the company has farmed in Florida for 80 years. The company now owns farming and packinghouse operations in Palmetto and Immokalee, Florida.

"We've had a longstanding connection with Lipman as long-term growers in Florida, and we look forward to the next chapter for both teams to partner at this level," explained Bob Spencer, President of West Coast Tomato.

The collaboration reflects Lipman's continued focus on strategic growth, regional partnerships, and delivering trusted products to its customers 365 days a year. This deal follows Lipman's acquisition of Jones & Church farms in 2024 and Shelton & Sons Farms in 2025, both field tomato farms in Tennessee.



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SUPERMARKET SATISFACTION IS STRONG, BUT YOUNGER SHOPPERS TURNING ELSEWHERE

[THEPRODUCTNEWS.COM](https://theproductnews.com)

July 11, 2025

Traditional supermarkets may soon be approaching something of a crossroads. Consumer satisfaction remains high — for those who shop there — but it appears as if younger shoppers are looking elsewhere to fulfill their food needs. Supermarkets continue to win favor with older generations but are losing ground with younger shoppers. When considering their most recent visit, among Silent Generation and Boomer consumers, supermarkets register as the top destination for food shopping. However, Gen Z, Millennials and Gen X prefer other retailers, including Walmart, Aldi, dollar stores and club stores. Notably, supermarkets slipped from the second-most shopped format among Millennials and Gen X in 2024 to near the bottom in 2025.

Supermarket satisfaction remains high overall with older shoppers and younger shoppers rating satisfaction more favorably than middle generations. Shoppers using cashier-assisted lanes report higher satisfaction compared to self-checkout users, emphasizing the continued value of human interaction. Shoppers unable to find all intended items rate their satisfaction significantly lower than those who find everything. Sensory elements like pleasant aromas, enjoyable music and food sampling correlate with increased spending — shoppers who notice food aromas spend 25 percent more, those who notice enjoyable music spend 35 percent more, while those who try samples spend 67 percent more.

Digital circular use again surpasses print, with 52 percent of shoppers now using a digital ad, up from 48 percent in 2024. In-store mobile use remains strong, with one-third of shoppers using phones for tasks like finding specials and accessing loyalty programs.

Despite strong social media use (88 percent), only 25 percent of shoppers are connected to their primary supermarket on any platform — an area of continued opportunity, particularly among younger consumers. Just 45 percent of shoppers feel their supermarket seeks feedback, and 59 percent believe their store values them personally as customers. In both areas, stores perceived as responsive show significantly higher Net Promoter Scores. Further, when a shopper indicates they had a pleasant interaction, their overall satisfaction is much higher and they spend more.



[READ MORE HERE](#)

UPCOMING EVENTS:

JULY 31 - AUG 1

IFPA FOODSERVICE CONFERENCE
MONTEREY CONFERENCE CENTER
MONTEREY, CALIFORNIA

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

SEPT 10 - 13

SEPC SOUTHERN INNOVATIONS
CHARLOTTE CONVENTION CENTER
CHARLOTTE, NC

<https://seproducecouncil.com/events-networking/southern-innovations/>

TOMATO SNAPSHOT

Steve Derringer

Florida Farm Manager



the manager here at
Farm 15 in Duette,
FL.

Take a peek behind the
scenes at Lipman Farms! 🌱🚜
Meet Steve Derringer, one of
our passionate farm
managers, and see what
goes into growing the fresh
produce you love. 🧑🌾

