

JULY 18, 2025

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

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industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Eastern round tomato production is underway in several regions, though overall volumes remain light to moderate. Lipman's Virginia farm is yielding lighter-than-expected harvests, largely due to rain-related quality issues requiring additional grading. However, the finished pack has been clean, with a nice range of sizing available. In Tennessee, persistent rains during the growing season have led to average to slightly below-average yields, with smaller fruit and lower packouts, though improvements are anticipated as the season progresses. Other Eastern states—including Michigan, Alabama, North Carolina and Arkansas—are also harvesting, but volumes remain light at this time. Out West, round tomato production is active in California's Los Banos, Merced, and newly started Manteca regions. Manteca crops are showing larger sizing and overall good quality. While California fruit may show typical gold flecking or minor scarring, it remains firm and visually appealing. In Mexico, light to moderate volumes are coming from both Baja and the Jalisco/Michoacán areas. Baja is offering a good mix of sizes, as growers there are at varying crop stages, contributing to consistent supply for both retail and foodservice needs.

TOMATOES ON THE VINE (TOVs)

Canadian hothouse growers are coming off a recent flush of Tomatoes on the Vine (TOVs) and are now transitioning into a period of lighter but steady supply. Quality and sizing remain strong, with consistent color and firmness. In Mexico, light to moderate volumes of TOVs are also available, helping to supplement overall supply. While volumes are expected to be lower in the short term, availability remains stable, and quality across both regions is holding up well.

ROMA TOMATOES

Roma tomato production is currently in a light to moderate phase in the Eastern U.S., with Lipman's Tennessee crops leading the way. Fruit quality is strong, with nice firmness and slightly larger sizing than usual. Other Eastern regions, including Arkansas, Missouri, North Carolina and Michigan, are also contributing light volumes, though overall supply from the East remains moderate. We expect this level of production to hold steady in the near term. In the West, roma tomatoes are coming from California, Baja, and Central Mexico. California is producing consistent volumes with larger sizing and generally good quality, though some fruit may show minor gold flecking or scarring. Despite this, the fruit remains firm and is coloring up well. Baja production is steady overall, with growers cycling in and out of different regions. Quality there ranges from fair to good. In Central/ Eastern Mexico—Jalisco, Guanajuato, and San Luis Potosí—quality is solid, and production is expected to remain steady for the next few weeks.

GRAPE TOMATOES

After a few weeks of lighter supply, Lipman is now seeing improved volumes of grape tomatoes from its Virginia crops. Despite challenging weather, careful grading has resulted in a clean, high-quality pack with weather-affected fruit, such as splits, being removed. Virginia and Tennessee currently represent the strongest production regions, while smaller volumes are also coming from North Carolina, Kentucky, and Michigan. In Mexico, supply is moderate to good this week, with product coming from both Baja and Central/Eastern regions. Overall, grape tomato availability is improving, with quality looking solid.

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WATERMELON

With Georgia now finished for the season, watermelon production has shifted to South Carolina, Maryland, Delaware, and North Carolina. However, all current growing areas are experiencing lighter-than-usual volumes due to earlier weather challenges. Indiana has just begun harvesting and is reporting a strong crop, benefiting from favorable weather and excellent growing conditions. New Jersey is also preparing to start its season, though harvest is running slightly behind schedule. As additional regions come online, overall supply should improve heading into August.

CHILI PEPPERS

Chili pepper supply remains very limited in the Eastern U.S., especially for regional specialty varieties like Cubanelles. Georgia's season has fully wrapped up, and only small pockets of local production remain scattered across the region. Relief is expected in the next few weeks as New Jersey and Michigan begin their seasons, which should help boost availability. In the West, Nogales crossings are down to a minimum as several Mexican growers wind down their seasons. Current Western supplies are coming from Baja, California, and parts of Central Mexico. Baja is still in the early stages of the season and doesn't have a lot of volume yet. By mid-August their volumes should kick into gear. California's volume is also on the lighter side currently. Central Mexico has all varieties available in light to moderate volumes. Quality is fair on Anaheims and tomatillos but is good on other varieties.

CUCUMBERS

Cucumber availability is improving in the East as Michigan is now in full production, with another large grower expected to start next week. Most Southeastern regions have wrapped up for the season, shifting production northward. New Jersey has maintained steady output but is nearing the end of its major crop, while New York is expected to begin harvesting within the next week. Quality across the Eastern regions has been good, with no significant issues reported. In the West, supply remains consistent with fruit coming out of Baja and Central Mexico. Warmer weather in Baja has boosted production slightly this week, resulting in increased volume. Quality has been solid, and all sizes are currently available.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes are currently available out of both Baja and Central Mexico, with consistent supplies from both regions. Product seems more readily available now that the conventional market is normalizing. Despite the recent increased demand, organic volume has held steady, and quality has remained strong across both growing areas.

BELL PEPPERS

Eastern Canada's production of red, yellow, and orange bell peppers is currently lighter than normal due to high heat and some crop challenges affecting yields. However, Western Canada is providing adequate availability, helping to support overall supply. Central Mexico is also contributing with light to moderate volumes, though red bells are a bit tight this week. Despite regional variability in volume, quality across all colors remains strong.

GREEN BELL PEPPERS

Green bell pepper supply is extremely tight in the Eastern U.S. this week due to a combination of seasonal transitions and early crop endings. Eastern North Carolina, typically a strong producing region, wrapped up its season several weeks earlier than usual and is now only moving off-grade fruit. New Jersey is currently one of the few areas with retail-quality peppers, but its volume is not sufficient to meet overall Eastern demand. While there are scattered supplies from smaller local and regional growers, these are not enough to significantly impact market conditions. Looking ahead, we expect improved availability as crops begin harvesting in Tennessee, Michigan, and New York over the next few weeks. In the West, production has largely shifted to the Fresno, CA area, where volumes are moderate to good. However, strong demand from the East and Midwest is putting pressure on Western supplies as well. On a positive note, new crops are expected to begin next week in Hollister, CA and with our grower partner in Washington state, which should help relieve some of the current tightness.

ENGLISH CUCUMBERS

Eggplant supply remains on the lighter side in the Eastern U.S. Georgia is nearing the end of its season and currently contributing only minimal volume. Eastern North Carolina continues to harvest regularly but is also seeing limited yields, with production expected to continue for about two more weeks before transitioning north. New Jersey and Michigan are just beginning their seasons, with a few early harvests already underway. Volumes from these regions are expected to build steadily in the coming weeks, helping to improve overall availability as the Eastern season progresses. In the West, Fresno is currently the primary shipping point, with consistent volumes and good overall quality. Washington is expected to join the market in 7-10 days, adding to available supply as we move deeper into the summer.



THE HEAT OF SUMMER BRINGS ON PRODUCE SELLING

THEPRODUCENEWS.COM

JULY 18, 2025

It's well known that high temperatures can cause problems with fresh produce, but the summertime heat can also have a positive impact by stimulating sales for retailers. Summer has shoppers seeking more produce items for backyard BBQs, grilling, patio parties and camping. Summer selling starts with promotions.

The main thing is to highlight the freshness and superior quality of the items being promoted in ad programs, which will have a positive influence in drawing shoppers to the produce department. The next step is to choose the items that fit into shoppers' needs. That calls for seasonal product such as berries, grapes, melons, stone fruit, sweet corn and vegetables that are ideal for grilling. Those items will have a huge influence in generating summer sales, and the object is to persuade customers to return to the same produce department repeatedly knowing the emphasis is on maintaining fully stocked displays of summer items they prefer the most. Growers, shippers and suppliers are always ready and able to fill orders for retailers.

A significant part of selling is in the way we communicate with the customers. The words and expressions used can mean the difference in selling maximum amounts of produce to shoppers. There are several methods for selling during the crazy, hazy, days of summer. One is to extend summer items on secondary displays. Another is to have bagged items for the grab-and-go customers.



[READ MORE HERE](#)

RETAIL RESEARCH: INSIDE THE MIND OF THE PRODUCE SHOPPER

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

July 15, 2025

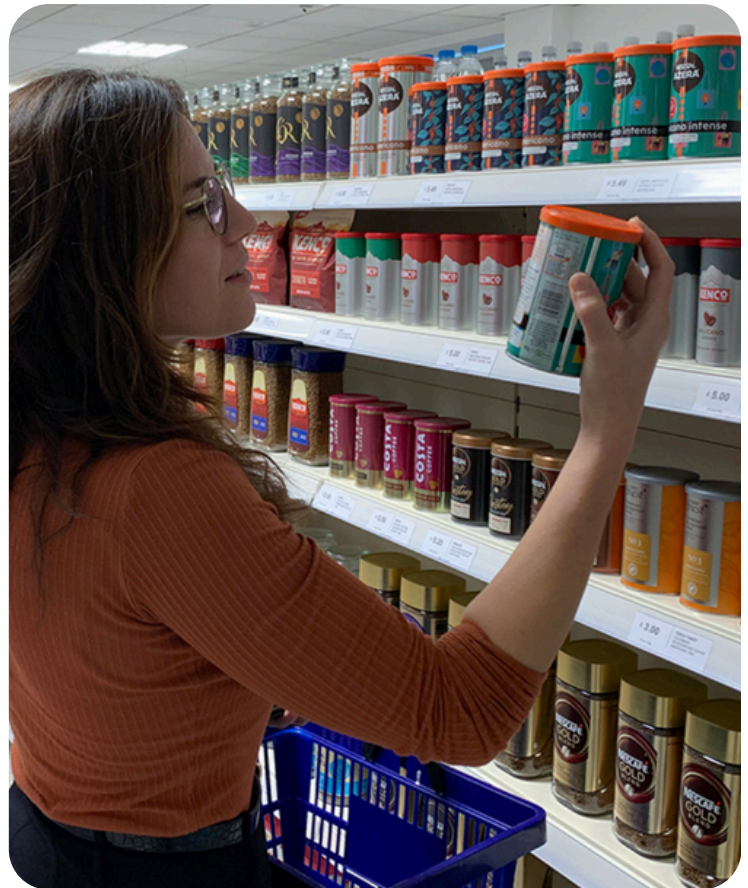
Why do shoppers reach for one apple over another, or skip the produce altogether for a salty snack? A global research consultancy rooted in behavioral science is helping brands and grocers understand the subconscious forces that influence buying decisions. A scaled-down but fully functional replica of a supermarket, paired with mobile eye-tracking glasses and observational tools, gives brands a rare look at what catches a shopper's eye — and what actually ends up in the cart.

When you test things in isolation away from the actual shopping experience, you don't always get the true behavior. So, the team built a mini-market to simulate the real thing. Designed to resemble a city-center grocery store, the store is fitted with cameras, flexible shelving and eye-tracking equipment. Participants wear glasses that record what products and packaging they notice, what they ignore and what they ultimately buy.

The behavioral findings often contradict what consumers say they'll do. Consumers might look at one product, but buy another based on price or familiarity. This divergence between attention and action is where the replica excels. Follow-up interviews clarify whether shoppers were drawn in by color, brand recognition, placement or promotional language.

One key takeaway: Produce packaging must allow shoppers to assess quality easily. Clear windows, cardboard designs that reduce bruising and resealable options have proven effective, especially as the category moves away from plastic.

From a behavioral science standpoint, the biggest drivers of fresh produce purchases often happen below the surface. Familiarity is powerful, if the consumer has bought it before, they'll likely buy it again. Emotional factors also play a big role: If it looks juicy, fresh or seasonal, it taps into desire. Even ease — like how simple it is to pick up, understand or consume — makes a difference. Even sustainability plays a subtle part. While shoppers say they prefer recyclable or compostable packaging, they're less likely to follow through if it costs more or requires extra effort.



[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://seproduceouncil.com/events-networking/southern-innovations/>

TOMATO SNAPSHOT

Lipman Employee Cookout
CO Office

FIRE UP THE GRILL! 🔥
WHETHER YOU'RE
MAKING GRILLED
VEGGIES OR A FRESH
SALAD, OUR FARM-
FRESH PRODUCE MAKES
EVERY SUMMER BBQ
BETTER. 🍅🌶️

