

JULY 4, 2025

LIPMANFAMILYFARMS.COM

# ON THE H O R I Z O N

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industry updates

**CROP &  
MARKET**  
INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Roma tomato supply remains limited in the East, but improvements are on the horizon. Lipman's Tennessee program has just begun harvest in a light way, with ready-to-ship fruit expected within the next 5–7 days. Initial quality looks favorable, and volumes are anticipated to build and become more consistent over the next two weeks. We'll also see some smaller programs in Tennessee, North Carolina, etc. get up and running in the same timeframe. In the West, romas are available from both Mexico and California. Lipman's California crops have been producing good volume for the past two weeks, with steady output expected to continue. Quality has been average overall, with some scarring and color grade-outs, though improvements are expected. In Mexico, moderate volumes are coming from the Eastern and Central regions, but weather challenges have impacted quality, which is currently rated as fair. Baja's output has dipped slightly as early-season growers begin to wind down, though quality remains mostly good. Meanwhile, West Mexico is in the final days of its season, which will continue to shift demand to other active regions.

## TOMATOES ON THE VINE (TOVs)

TOVs are plentiful in Canada this week, as several growers are 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.

## ROUND TOMATOES

Round tomato production is in transition in the East. Lipman has completed its South Carolina harvests and is approximately 7–10 days away from beginning production in both Tennessee and Virginia, with consistent volumes expected by July 15–20. There are also some smaller local deals that are just getting underway which will help contribute to supply. While availability will be somewhat limited over the next week, there is sufficient product in the pipeline to ensure a mostly seamless transition. In the West, California's San Joaquin Valley is in full production, with strong supplies, good quality, and solid sizing. Lipman is harvesting daily, and with no current weather concerns, steady output is expected to continue. In Mexico, although West Mexico has finished for the season, both Baja and East/Central Mexico continue to contribute. Baja is offering stronger volume and quality, while the fruit quality and volumes from Jalisco and Michoacán have been affected by weather. Looking ahead, quality in Mexico is expected to improve, supporting overall consistent supply in the near term.

## ORGANIC ROMA TOMATOES

Organic roma tomatoes are a challenging item this week. The season has wrapped up in Sonora, and Central Mexico is facing quality issues due to recent rainfall. In Baja, only one grower is currently in production, and with them in a gap between plantings, volumes remain very limited. This tight supply situation is expected to persist for the next 2 to 3 weeks, until additional growers come online in Baja and production stabilizes.

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## GRAPE TOMATOES

Grape tomatoes have been snug for the past week and are expected to remain tight in the short term. Lipman has wrapped up its South Carolina crop and transitioned into Virginia, but early plantings there have been impacted by adverse weather, leading to reduced yields and lighter-than-usual packouts. As harvest moves into newer plantings, volumes and quality are expected to stabilize. Tennessee is also contributing some supply, though production has yet to hit full stride. Smaller local programs in Kentucky and North Carolina are beginning to add volume, and overall Eastern supply should improve within the next 10–14 days. In the West, grape tomato supplies are coming from Baja and East/Central Mexico, where current volumes are light. Strong demand from the Eastern U.S. has further tightened the market, but Western supply should feel more balanced once the East regains consistent production.

## MINI SWEET PEPPERS

Mini sweet pepper supply has tightened significantly this week due to seasonal transitions in both Mexico and the U.S. In Mexico, West Mexico is virtually finished for the season, while Central Mexico and Baja are expected to begin harvesting in 7 to 10 days. Domestically, production in the California desert has concluded, and growers are now waiting for the central region of the state to come online. With limited supply currently available, some quality concerns have emerged, including light decay, smaller sizing, and increased greening, as growers stretch resources to meet market demand. These conditions are expected to persist for the next two weeks, but supply and quality should stabilize once new growing regions begin active harvests.

## ORGANIC BELL PEPPERS

Organic red, yellow, and orange bell pepper supplies are very snug this week. Eastern Canada is still recovering from the effects of the recent heat wave, leaving production light. Western Canada may see a slight increase in availability over the next week, but supply will remain limited, particularly for orange and yellow peppers, for the next few weeks. In addition, while we've seen a few pallets from Central Mexico, the true start of their season is still a couple of weeks away. As a result, the market remains tight with limited options in the short term.

## ENGLISH CUCUMBERS

English cucumber availability has tightened slightly compared to last week, as Canadian growers transition between plantings. Eastern Canada is seeing reduced sizing and overall volume, contributing to the lighter supply. Western Canada's volume is also lighter but they continue to have good sizing. Quality has been good from both areas. Availability is expected to improve once new plantings come into fuller production.

## CHILI PEPPERS

Eastern chili pepper supply remains extremely tight this week. Georgia has wrapped up its season, and aside from a few lingering jalapeños, availability is now limited to small, local pockets in North Carolina, Virginia, and Kentucky. It's still early for larger regional deals to begin, but more consistent supply is expected to come online over the next few weeks. On the Western front, demand is high. Central Mexico has low to moderate availability on most items, but there are some quality challenges due to recent weather. Baja has nice quality but is still in the early part of the season with relatively low volumes. As a result, California growers are experiencing heavy demand pressure. Supply conditions should begin to improve as Baja ramps up production and the Pacific Northwest enters the market in the coming weeks.

## HARD SQUASH

Hard squash availability remains light in the East. Limited volumes are available out of Georgia, while Kentucky is just getting started with a strong regional program, currently offering light supplies of acorn and spaghetti squash. They'll add butternut to the mix over the next week, completing their offerings, and also see harvests gain momentum. In the West, Sonora continues to supply storage product of butternut and spaghetti, but acorn is finished. Quality has been solid on butternuts, but is less than stellar on spaghettis. Now, the Fresno, CA area is into good supplies with good quality overall providing the main supply for the West. Our local partner in Washington is on tap to get going in late July.

## EGGPLANT

Eggplant volume remains light but adequate in the Eastern U.S. Georgia is nearly finished for the season, while Lipman's North Carolina program is currently active. Early production has been light from the initial cuttings, though quality has been strong. Availability is expected to improve over the next two weeks as several new programs come online. In the West, eggplant is now coming primarily from the Fresno area following the end of the California desert season. Western production has been steady, with good quality reported. Washington State is expected to begin harvest around August 1, which should further strengthen overall supply.

## MINI CUCUMBERS

Mini cucumbers are currently available out of Baja, Central Mexico, and Canada. Quality has been consistently good across the board, and no major disruptions are anticipated. However, Western Canada's volumes have been lighter this week as they transition between plantings.



## **A FRESH OPPORTUNITY: 39% OF CONSUMERS PLAN TO BUY MORE PRODUCE**

[PRODUCEBUSINESS.COM](https://www.producebusiness.com)

JUNE 30, 2025

Produce is having a moment. Nearly half of U.S. consumers say they plan to purchase more fresh fruits and vegetables, while only 7% expect to cut back. That 39-point net gain marks a significant opportunity to capture a greater share of cart — and stomach — in the months ahead. The message is clear: Shoppers want more produce. But who they are — and what's getting in their way — offers critical insight into how the industry can convert interest into long-term loyalty.

Consumers planning to increase their produce purchases are doing so for a few key reasons: health benefits, better quality, and better taste than other foods. For these shoppers, produce isn't just a category, it's a lifestyle choice. Notably, this group is also more concerned about what's not in their food. Those planning to buy more produce have become more concerned about additives in food products. But on the other side, those pulling back on produce aren't doing it by choice. They point directly to higher prices at the grocery store and tight household budgets as the reason they're cutting back. The group looking to buy more produce isn't just a passive trend; they represent a prime opportunity for supermarkets and produce brands to actively engage and capture loyal customers. Rather than viewing "buying more" as the end goal, marketers should position their offerings in ways that reflect this group's mindset: optimistic, health-focused, and willing to spend on quality.

Today's consumers aren't just making weekly trips anymore. Nearly one-third of Americans shop multiple times a week, especially Millennials, Gen Z, parents and urban dwellers. These shoppers are looking for freshness, flexibility and quick solutions, and produce is perfectly positioned to meet those needs. That makes the category a powerful loyalty driver. When shoppers trust a retailer's produce section for consistent quality, value and convenience, they're more likely to return. Shoppers who want to eat more produce are eager to do so. The challenge is ensuring the price, presentation, and availability align with that desire. When produce feels accessible and aligned with consumers' aspirations, it becomes more than just part of the cart — it becomes part of their lives.□



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## PRODUCE MANAGERS: A COMMUNITY'S UNSUNG CHAMPION

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

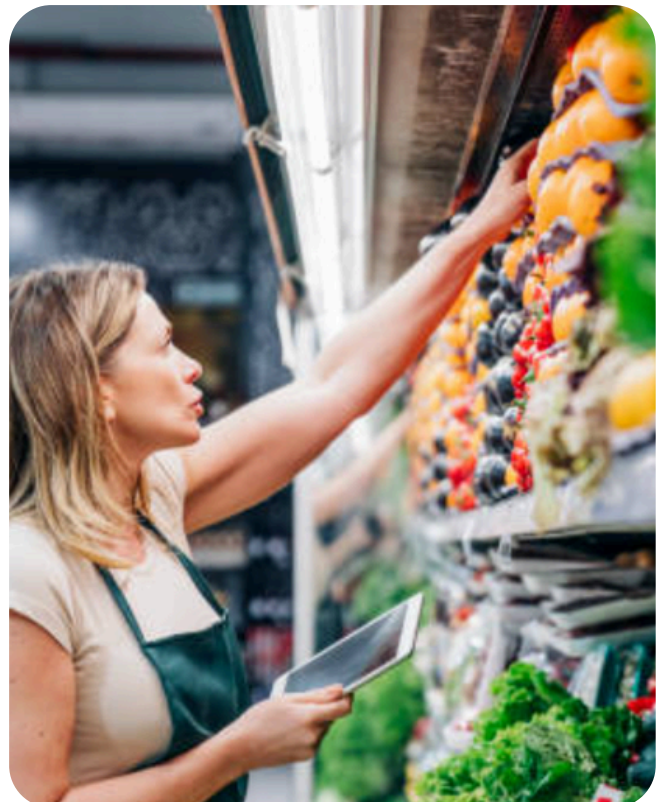
June 30, 2025

When you consider that food is at the center of so many important moments of our day, it's not a surprise that the place you go to get those groceries has also evolved to be more of a community center than just a store. While grocery stores have always been a place where neighbors connect and pick up their weekly ingredients for home cooked meals or packed lunches, over time they've become an all-inclusive experience for many shoppers. We've seen the addition of pharmacies and registered dietitians to increase convenience and promote health in-store. We've seen the addition of foodservice at retail to provide hot meals for those on the go. Beyond food, grocery stores are a reliable and critical employer in many communities offering roles to young people, established professionals and differently abled people alike.

When the grocery store becomes so much the center of how we live our lives, we are going to be selective about where we go. We know that the produce department is one of the most important differentiators for consumers when they're choosing "their" grocery store. In their day jobs, the best produce managers are going to be central to achieving consumer satisfaction. There are countless strategies to do so, but knowing your community is key to hitting the right notes. Creating this connection between education centers and even the youngest future shoppers creates nothing but opportunity to increase customer satisfaction and personal buy in to their community store. This drive to take it steps further results in higher customer engagement and satisfaction, bringing customers back to the store.

There are endless creative stories about how produce managers connect with their customers in their communities. The bottom line is that the most successful produce managers know that their customers are paying attention to the way the produce department feels. Does it feel like a place that reflects their tastes and needs? Does it feel like this store values their dollars because the displays and the merchandising are creative, fresh and inspiring?

Being a successful produce manager extends to the success of the entire store. Being a great produce manager extends to the success of your customers and your community.



[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



QUICK, FRESH,  
AND FESTIVE 🇺🇸  
THIS CAPRESE  
SALAD IS THE  
PERFECT JULY  
4TH SIDE. 🍅🧀🌿

