

AUGUST 1, 2025

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your weekly
industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Roma tomato production has become more consistent in Tennessee, with solid overall quality despite recent bouts of heat and rain affecting the fruit. We anticipate similar production levels to continue over the next few weeks. Additional supply is coming from smaller deals in North Carolina, Alabama, and surrounding areas, though these volumes remain light and are largely distributed locally. In the Midwest, Michigan is preparing to come online, which will add some volume to the Eastern supply mix. Out West, California farms are harvesting at a steady pace under ideal growing conditions. Lipman is actively harvesting in the Manteca area and will continue through September. Quality has been excellent, with fruit sizing mostly in the jumbo and XL range, although some lots have shown minor gold flecking. Meanwhile, Mexico continues steady production from Central/Eastern Mexico and Baja, delivering good quality fruit to the market.

GRAPE TOMATOES

Eastern grape tomato production is currently lighter than typical for this time of year, largely due to recent weather challenges. Lipman's Virginia crops will continue to supply fruit, though at reduced volumes over the next few weeks as older plantings wind down. Additional supply is available from scattered regions including Tennessee, New Jersey, and Michigan, which are helping to support overall availability. While quality after packing has been mostly good, total yields and packouts remain lower than usual due to earlier rainfall. In the West, both Baja and Central/Eastern Mexico are forecasting steady grape tomato volumes in the coming weeks, helping to balance the market.

ROUND TOMATOES

Round tomato production is gaining momentum in Tennessee, while Virginia begins to slow slightly as it transitions between early and late-season crops. The overall effect is mostly steady availability across the region. Both states have experienced significant rainfall recently, which has impacted quality to some extent; however, fruit out of Tennessee is improving as weather conditions stabilize. Lipman's Virginia farms are expected to see lighter volumes over the next few weeks, with stronger production anticipated once late-summer crops begin toward the end of August. In the West, both California and Mexico are offering slicers. California continues to produce steady volumes of large-sized fruit with particularly good quality. Mexico is providing supply from Baja with consistent volumes of mostly large fruit, while Central /Eastern Mexico maintain moderate supplies for now, contingent on continued favorable weather.

TOMATOES ON THE VINE (TOVs)

TOV volumes out of Canada are very limited this week as growers manage planting transitions and recover from the impact of earlier excessive heat. In Central Mexico, some production is available, but volumes remain light at this stage. As a result, overall supply is expected to stay tight for at least the next 7-10 days, with limited availability across the board.

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HARD SQUASH

Small volumes of hard squash are currently available in North Carolina, while a regional program in Kentucky is now offering good supplies of acorn, butternut, and spaghetti squash. Although there have been a few spotty quality concerns with butternut squash, overall product condition has been very good. New York is expected to begin harvesting in the next few weeks, adding to Eastern availability. On the West Coast, Fresno continues to supply moderate and adequate volumes of the three main varieties along with some kabocha squash. Washington State will start acorn squash within the next week, with the other varieties to follow over the next two weeks. As we move closer to fall, domestic supplies are expected to increase significantly across multiple growing regions, supporting strong market availability through the season.

EGGPLANT

Eastern eggplant supplies are currently light to moderate but have been keeping up with demand. Our coastal North Carolina program has wrapped up for the season, leaving production to New Jersey, Michigan, and other local or regional programs. Quality has been holding steady, with no major issues reported. In the West, supply remains limited, with Fresno serving as the main production area until Coachella resumes harvest in late September or early October. Our Washington State partner has begun light production and is expected to ramp up in the coming weeks, which will help support regional demand. Overall, while volumes remain on the lighter side, supply is currently balanced with market needs.

CHILI PEPPERS

Chili pepper supplies in the East are improving as Michigan and New York begin their seasons, adding to North Carolina's light supply. Serrano supplies remain light but we are beginning to see a few more Cubanelles. In the West, supplies are stable, with the strongest volumes coming from California and Baja, while Central Mexico also continues to contribute. Baja's production is expected to pick up in the next few weeks, adding more volume to the overall mix. California growers are offering good-quality jalapeños with decent volume, though other varieties remain limited. Habaneros continue to be the most challenging item, as they typically start a few weeks later than other chili types. In the Pacific Northwest, our Washington State partner is just a few days from getting started on all chili varieties except poblanos and habaneros, which are expected to come online in another 2-3 weeks. Overall, supplies are gradually improving, with stronger availability expected by mid-August.

YELLOW AND ZUCCHINI SQUASH

Squash supplies are available in multiple regions in the East with Michigan currently contributing the strongest volumes. While zucchini availability is solid with good overall quality, yellow squash is slightly tighter due to more frequent quality issues, including scarring and scuffing. In the West, Santa Maria's production has slowed due to cooler weather but Fresno continues to provide consistent volumes. There's been a bit more scarring and some larger fruit in Fresno. Baja's crops have been slow to come on and it's been mostly pallet volumes available. Our Washington program has finished up for the season, which will shift the Northwest demand back toward California.

COLORED BELL PEPPERS

Canada's colored pepper production remains on the lighter side, particularly for this point in the season, as growers continue to deal with the lingering effects of earlier excessive heat. Fruit sizing has decreased slightly, though there are still adequate volumes across most size profiles. Western Canada is producing slightly less than in recent weeks but continues to meet current demand levels with adequate volumes and good sizing. Central Mexico is contributing light volumes, but not enough to fully support overall market demand. Among color varieties, yellow bells are in abundant supply this week, while orange bells remain in particularly short supply.

MINI CUCUMBERS

Mini cucumbers are available from Baja, Central Mexico, and Canada. Our supply from Western Canada has been consistent, with steady volumes and strong quality. Product from Mexico is supplementing availability, helping to maintain a reliable supply across regions.

ORGANIC COLORED BELL PEPPERS

Organic colored bell pepper supplies remain very limited this week, particularly out of Eastern Canada, where volumes have dipped further. However, we are beginning to see a slight increase in production out of Central Mexico. While overall supply is still extremely short and market prices remain highly elevated, some relief is expected in the next 2-3 weeks as additional volume begins to come online in the Jalisco area.



LIPMAN FAMILY FARMS HIGHLIGHTS ONGOING INVESTMENT IN FRESH-CUT INNOVATION FOR FOODSERVICE AT THE IFPA FOODSERVICE CONFERENCE IN MONTEREY

[ANDNOWUKNOW.COM](https://andnowuknow.com)

JULY 29, 2025



Lipman Family Farms, North America's largest vertically integrated source for fresh tomatoes and vegetables, is proud to announce the opening of its newest fresh-cut facility in Manteca, California. You'll hear from the team on their latest operations and check out their fresh-cut services at the IFPA's Foodservice Conference, taking place August 1, 2025, in Monterey, California.

"As we continue to deepen our partnerships across the foodservice space, IFPA's Foodservice Conference is an ideal setting to collaborate and share what's next for Lipman," said Elyse Lipman, CEO of Lipman Family Farms, in the recent release. "Our newly opened facility in Northern California is an example of our strategic expansion in the fresh-cuts segment, aligned with the overall growth we're seeing in the industry."

The fresh-cut facility, specializing in sliced tomatoes, complements Lipman's true vertical integration model, offering transparency and control of the product from farm to processing to plate. Its strategic location supports Lipman's ability to service just-in-time deliveries of freshly sliced and diced vegetables. Now with eight fresh-cut facilities spread across North America, Lipman services national distribution with guaranteed freshness.

"We are driven to provide a consistent, reliable supply of fresh produce that is accessible to all," Lipman shared. "Our fresh-cut operations and the teams that manage the supply are best in class, and the newest facility and teams on the West Coast prove that we are primed for steady growth in value-added capabilities."

With the demand for consistency, stability, and food-safe products being more prominent than ever, Lipman's state-of-the-art fresh-cut operations ensure reliable, ready-to-eat tomatoes and vegetables.

Visit Lipman Family Farms during the IFPA Foodservice Conference in Monterey, CA, July 31–August 1, 2025, to learn more about the company's fresh-cut capabilities and its commitment to quality, innovation, and customer success.

[READ MORE HERE](#)

ONLINE LOYALTY HARD TO COME BY FOR FOOD RETAILERS

[THEPRODUCENEWS.COM](https://theproducenews.com)

August 1, 2025

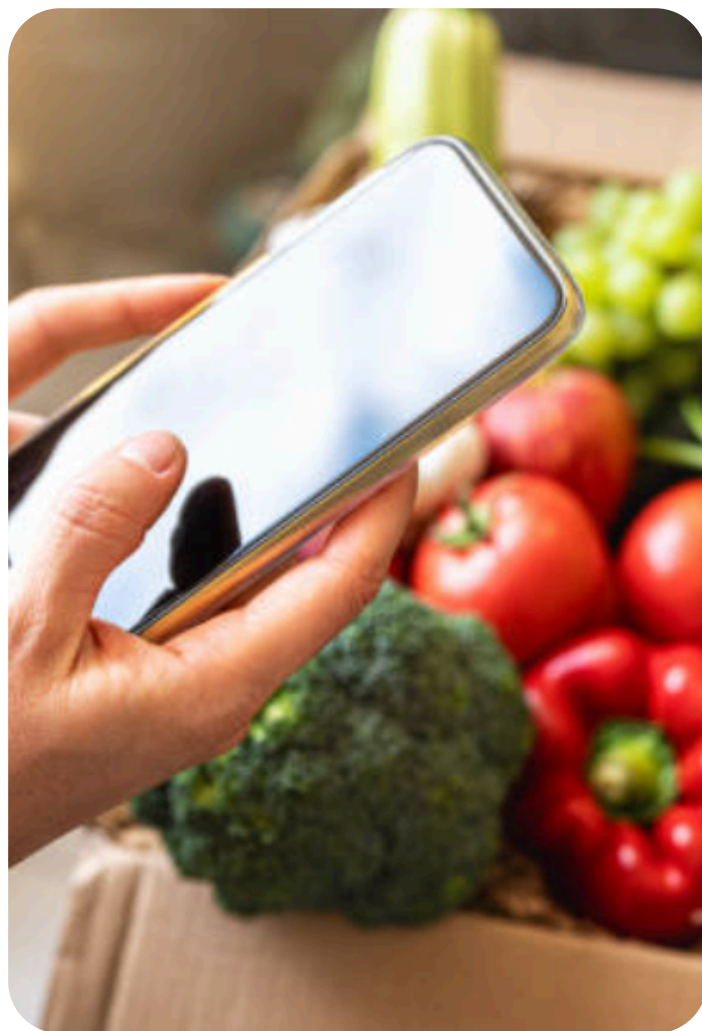
It has long been a roadblock for online grocery shopping, “can I trust the fresh produce they are sending me?” That is just one of the issues holding back online food shopping. Consumers are also looking for loyalty and personalization from their digital experience. When consumers' only option was to go to the store it was easy for retailers to create loyalty and personalization — and a bad melon... well, you could only blame yourself for picking it. For retailers, doing so online is proving to be a bit more difficult. Digital shopping has clearly gone mainstream, but inconsistent fees, fulfillment and loyalty still stall momentum.

Shoppers overwhelmingly prefer to buy directly from a grocer's owned digital channels (52 percent), expect loyalty programs to be accessible via mobile apps (45 percent) and want personalization that reflects their household needs (65 percent). Yet fees, poor visibility and lack of control over fresh product selection remain top deterrents.

Among the key findings in the study:

- Consumers trust grocers' digital channels over third parties: 52 percent shop via grocers' own apps or websites, compared to just 27 percent using national delivery apps.
- Shoppers are already digital, just not fully converted: 69 percent of respondents shop online for groceries at least occasionally, and 30 percent do up to a quarter of all grocery shopping online.
- Price and fees remain major deterrents: 54 percent cite service fees as a major deterrent, and 49 percent are discouraged by unexpected costs at checkout.
- Loyalty lives online: 79 percent of shoppers use loyalty or rewards programs, and nearly half prefer digital versions.
- Personalization is expected: 65 percent are interested in personalized online grocery experiences based on their needs or history.

So, what does that mean for grocers? Today's grocery shopper expects a digital experience that matches the clarity and trust they've long associated with physical stores. From branded content to personalized product recommendations and seamless loyalty integration, shoppers want their digital carts to feel like their neighborhood store.



[READ MORE HERE](#)

UPCOMING EVENTS:

SEPT 10 - 13

SEPC SOUTHERN INNOVATIONS

CHARLOTTE CONVENTION CENTER

CHARLOTTE, NC

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

OCT 16 - 18

**IFPA GLOBAL PRODUCE AND FLORAL
SHOW**

ANAHEIM CONVENTION CENTER

ANAHEIM, CA

<https://www.freshproduce.com/events/the-global-produce-and-floral-show/>

TOMATO SNAPSHOT

THANK YOU TO OUR
INCREDIBLE INTERNS
FOR YOUR HARD WORK,
FRESH IDEAS, AND THE
ENERGY YOU BRING
EVERY DAY. WE CAN'T
WAIT TO SEE WHERE
YOU GROW FROM HERE!

