

AUGUST 15, 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

ROMA TOMATOES

Roma tomato supplies remain light in the Eastern U.S., primarily due to weather-related challenges in Tennessee—currently a key production area. While smaller volumes are available from regions like North Carolina and Michigan, they haven't been enough to offset the shortfall. Harvesting in Tennessee is expected to resume after the weekend, weather permitting, but rain remains in the forecast over the next 7–10 days, likely causing further delays. Despite these challenges, overall quality from the East has been average to better. In the West, Lipman's California Roma program continues to deliver steady volumes. Sizing has shifted from predominantly jumbo fruit to more XL and large sizes, with excellent quality expected to continue in the coming weeks. In Mexico, supply ranges from moderate to good, with Central Mexico contributing more volume than Baja. Quality varies by region and grower but is generally holding at fair to good levels.

GRAPE TOMATOES

Grape tomato supplies in the East are somewhat light but adequate, largely due to prior and ongoing rainy conditions. Virginia, in particular, saw significant rain earlier in the season, which is now impacting yields and packouts—resulting in light to moderate volumes. This pattern is expected to continue through the next few weeks, with a possible uptick in availability by September. North Carolina and Tennessee have also been experiencing near-daily rain, keeping their volumes suppressed; however, a stretch of drier weather could help improve conditions. In the West, grape tomatoes are coming out of both Baja and Central Mexico, where volumes are currently moderate and expected to remain steady in the weeks ahead. Overall quality has been holding up well across all regions.

ROUND TOMATOES

Round tomato availability is currently limited in the Eastern U.S., with Virginia between major plantings and Tennessee dealing with persistent rain. Wet conditions have kept harvesters out of the fields in Tennessee, though access may resume after the weekend. Supply is expected to remain on the lighter side for the next 2–3 weeks, with lower pack-outs anticipated due to weather-related challenges. Looking ahead, Tennessee should regain momentum by early September—weather permitting—while Virginia is expected to return to full production around the same time. In the West, Lipman's California crops have been harvesting lighter this week but are projected to stabilize with steady supply over the next several weeks. Fruit sizing has dipped slightly, but all size options remain available. Quality is improving, though fruit has been a bit slow to develop full color. In Mexico, Baja is producing light volumes, typical for this time of year with fewer growers in production. East and Central Mexico are also seeing light but improving supply, as the effects of prior weather events subside. Overall, Mexican fruit quality is rated fair to good. Expect tight supply in the short term, with gradual improvements beginning in September.

TOMATOES ON THE VINE (TOVs)

Tomato-on-the-vine supplies are currently very limited, particularly out of Canada, where several growers have begun pulling portions of their current crops to prepare for fall plantings—a period typically marked by tighter availability. Light volumes are also trickling in from Mexico and a few domestic regions, but overall market supply remains constrained.

[CONTINUED ON THE NEXT PAGE](#)



MINI SWEET PEPPERS

While no single region is producing high volumes, the combined output from Baja, Central Mexico, and California is providing adequate supplies of mini sweet peppers to meet current demand. Additionally, our Washington State partner is set to begin harvesting over the weekend, with fruit expected to be available early next week—offering a timely boost to supply in the Pacific Northwest. Quality has been consistent across the board, with no major issues reported.

COLORED BELL PEPPERS

Eastern Canada has been grappling with an extended and unprecedented heat wave over the past two months, significantly impacting yields on colored bell peppers. Availability has been sporadic and could remain inconsistent for the rest of the season, as ongoing heat and disease pressure continue to challenge crops. To help meet demand—particularly for red bells—the Northeast has been supplementing supply with product from Holland. Central Mexico has also begun offering light volumes, with increases anticipated in the coming weeks. In contrast, Western Canada has maintained steady production, providing adequate volumes with good sizing and overall strong quality.

PICKLING CUCUMBERS

Pickling cucumber supplies remain light and limited across all growing regions. In the East, Michigan and Pennsylvania are showing the strongest volumes, but overall availability is still tight. Southern areas like Kentucky and North Carolina are seeing reduced yields due to challenging weather—heat in Kentucky and ongoing rain in North Carolina. Out West, supply continues to be very limited, with only a few small-scale operations harvesting in California and modest contributions from our local partner in Washington State.

HARD SQUASH

Hard squash supplies—including acorn, butternut, and spaghetti—remain steady and consistent. In the East, Kentucky continues to produce reliable volumes with good quality across all varieties. Michigan is contributing lighter supplies, while a few early growers in New York have just begun harvesting. Due to weather conditions in New York, spaghetti squash is trending slightly smaller in size than desired, though overall quality remains solid. Out West, our Washington program is in full swing with all three varieties available and performing well. In California, Fresno remains the primary production region, with Stockton just getting underway. Overall, availability and quality are strong across regions, supporting stable market conditions.

CHILI PEPPERS

Chili pepper supplies are active across several Eastern states, with Michigan, New Jersey, and North Carolina leading the way. Additional small and scattered local deals are contributing to availability throughout the region. While most common varieties are available on a consistent basis, tomatillos, serranos, and habaneros remain limited and lack widespread distribution. Quality has generally been good, though there are some spotty issues depending on the grower and location—particularly in North Carolina, where rain has impacted some fields. In the West, supply continues from California, Baja, and Central Mexico, with current volumes ranging from low to moderate. However, we expect to see a gradual increase in Western production toward the end of the month. Quality remains strong on most varieties, though tomatillos and habaneros are currently rated as fair.

YELLOW AND ZUCCHINI SQUASH

As is typical for this time of year, yellow and zucchini squashes are widely available across many Eastern growing regions. While growers are transitioning from older plantings to new ones—causing some fluctuations in volume—overall availability remains adequate to meet demand. Quality is generally good, though areas experiencing persistent rain have seen a few more issues, particularly with yellow squash. In the West, California production from Santa Maria has been lighter in the past few weeks but is now seeing better volumes on yellow squash with zucchini to follow shortly. Zucchini continues to show better overall quality than yellow squash. There are some reports of scarring and larger sizing, though most product in the market is attractive and suitable for regular programs.

WATERMELON

Strong volumes of seedless watermelons are coming out of Indiana this week, with excellent quality and consistent sizing. This region is expected to maintain solid supply for the next few weeks while they are in the peak of production. We plan to continue working through Indiana's crop until South Carolina begins its season in late September, with the potential for a brief overlap. While watermelons are also available in several other regions, volumes outside of Indiana have generally been on the lighter side.



LIPMAN FAMILY FARMS EXPANDS ANNUAL BACKPACK GIVEAWAY, IMPACTING THOUSANDS ACROSS NORTH AMERICA

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

August 12, 2025

Lipman Family Farms, North America's largest open-field tomato grower, is proudly expanding its annual Backpack Giveaway initiative. In addition to its hometown of Immokalee, Florida, 19 locations across the enterprise will help students return to school feeling prepared and confident.

Now in its 15th year, the Backpack Giveaway has become a cherished tradition for Lipman's employees and local communities. This year, nearly 6,000 backpacks filled with school supplies will be distributed to families in need.

"At Lipman, giving back is at the heart of what we do," said Elyse Lipman, CEO of Lipman Family Farms, in a recent release. "This expansion wouldn't be possible without our dedicated community champions who work tirelessly to make a difference where we live and grow."

From Tukwila, WA — where 100% of Lipman employees pitched in to deliver 120 backpacks to the Wapato community — to new giveaways in Livermore and Manteca, CA, where teams packed more than 400 backpacks for local organizations, the spirit of service is spreading across the company.

Backpack giveaways are planned throughout July and August in communities including:

- Nogales, Ariz.
- Knoxville, Tenn.
- Labelle, Fla.
- Phoenix
- Manteca, Calif.
- Virginia
- Immokalee, Fla.
- Hendersonville, N.C.
- Exeter, Ontario
- Frederick, Colo.
- Edinburg, Texas
- Dallas
- Portland, Ore.
- Livermore, Calif.
- New Jersey
- Hermosillo, Mexico
- Farm 15 & Farm 7, FL

From one small Florida town to communities across the United States, Mexico, and Canada, Lipman Family Farms continues to live its promise of being Good from the Ground Up — growing healthy food, strong communities, and brighter futures for the families it serves.



[READ MORE HERE](#)

VALUE, CONVENIENCE: WHAT CONSUMERS WANT IN PREPARED FOODS, CASE-READY

[SUPERMARKETPERIMETER.COM](https://supermarketperimeter.com)

August 14, 2025

Today's grocery shopper wants foods that are fresh and healthy — hence the success and continued growth of perimeter departments. But more so than those of past generations, consumers in 2025 also prioritize convenience. And they want to bring the restaurant experience home, as long as it's a good value.

Half of all shoppers surveyed named convenience and time savings as their main reason for buying fresh ready-to-eat foods at their grocery store. In second place, but considerably lower (41% of consumers polled), is taste and flavor, which is followed by affordability (37%), treating my family (35%) and variety of food/meal options (34%).

Convenience can reflect moments when consumers are simply not in the mood to cook from scratch. Other times, it reflects items that are time-intensive or perhaps not in the consumers' skill set, such as smoked ribs or brisket. And most of the time, convenience as a driver for purchasing RTE (Ready-To-Eat) foods means lack of time.

When it comes to heat-and-eat foods sold in grocery prepared foods sections, similar motivations among consumers dominate: convenience and time savings, taste, affordability and seeing the food as a treat. But there are also some crucial differences. Significantly fewer shoppers cite these two reasons as motivators: that they meet a variety of family needs; and that they taste better than comparable fast food or restaurant options.

Convenience is integral to today's way of meal preparation. Gone are the days of most people cooking every element of the meal from scratch. Instead, America's kitchen is ruled by the hybrid meal, in which consumers combine items cooked from scratch with items that are fully- or semi-prepared.



[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

EVER WONDER HOW OUR
FRESH PRODUCE GETS
FROM OUR FARM TO
YOUR PLATE? TAKE A
PEEK BEHIND THE
SCENES AT OUR DAY-TO-
DAY OPERATIONS! 🚜📦

