

AUGUST 8, 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 to moderate overall, with the strongest volume in the East coming out of Tennessee. While romas are scattered in other Eastern locations (ex- North Carolina, Michigan, etc.), Tennessee continues to lead in availability. Production there has been steady, though yields have been impacted by recent and ongoing weather challenges. If conditions improve, we could see an uptick in volume. Quality has been good overall, with no major concerns reported. In the West, roma tomatoes are available from California, Baja, and Central Mexico. Lipman's harvests in the Manteca, CA area have been consistent and are expected to continue in the weeks ahead. After working through some quality issues related to gold flecking, the fruit has improved notably. In Mexico, Central Mexico is delivering the stronger volumes, with good overall quality. Baja remains in a transitional phase with lighter volume and fair to good quality.

GRAPE TOMATOES

Grape tomato volumes remain light overall in the Eastern U.S. Virginia's crops are experiencing lower yields as farms transition away from older plantings that offered lesser quality. While smaller quantities are also available from Tennessee, North Carolina, and other nearby areas, supplies are just enough to meet current demand with no surplus on hand. Quality in the East varies by grower and region but is generally good. On the West Coast, volumes are moderate with steady fruit coming from Baja and Central Mexico. Western supplies are expected to remain stable throughout August, helping to balance the market as Eastern volumes tighten.

ROUND TOMATOES

Overall, round tomato supplies are light in the East. Several growing regions, including Virginia, Tennessee, and North Carolina, are currently producing fruit, but yields are lighter than normal due to recent and ongoing weather challenges. Lipman's Virginia farm is transitioning between early and late season plantings, so volumes will remain on the lighter side for the next few weeks. Quality varies from fair to good depending on the field and location, with weather impacting consistency. Look for supply improvements as we move into September. In the West, volumes are steady out of California. Lipman continues harvesting in the Manteca area, while some growers have shifted production to the Gilroy region. Fruit sizing remains on the larger side, though it has slightly decreased compared to earlier in the week. Overall quality is strong, but there are some hit-or-miss issues with coloring. Baja and Central Mexico are also contributing to the supply mix. Baja growers are currently in a transition period, resulting in slightly reduced volumes over the next few weeks. Central Mexico's production has been steady but remains light to moderate overall. Of the Mexican growing regions, Baja continues to deliver the best quality.

TOMATOES ON THE VINE (TOVs)

Tomatoes on the vine are in snug supply this week. Eastern Canada continues to see lighter volumes as growers transition between crops, while Western Canada and select U.S. hothouse growers are helping to support the market with more consistent production. Despite the tighter supply, overall quality has been strong—fruit is showing good firmness, vibrant color, and clean stems. Sizing has been mostly consistent, though a bit smaller in some lots due to recent weather fluctuations.

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ENGLISH CUCUMBERS

Hothouse cucumber volumes from Eastern Canada remain light this week as growers navigate crop transitions. Most are harvesting in smaller quantities, with pallet volumes more common than full loads. In contrast, Western Canada is in a stronger position, with more consistent production. Quality across both regions has been good, though sizing is slightly smaller than usual—still well within customer specifications. We expect these conditions to continue for the next few weeks.

MINI SWEET PEPPERS

Mini sweet pepper supply has improved as more growing regions come online. Product is now available from Baja, Central Mexico, California, and select farms in Western Canada, helping to ease previous supply constraints. We're also anticipating Washington's harvest to begin within the next 10–14 days, which should further support local and regional demand. Quality across all regions has been solid, with no major issues reported.

COLORED BELL PEPPERS

Colored bell pepper availability remains tight this week, with all three colors—red, yellow, and green—experiencing limited supply. Both Eastern Canada and Central Mexico are in periods of low production, contributing to the snug market conditions. In contrast, Western Canada's harvests have been steady, though not particularly abundant. The good news is that sizing and quality out of Western Canada have been consistently strong, offering reliable product. Looking ahead, we anticipate improved volume from both Eastern Canada and Central Mexico while Western Canada is expected to maintain its current production levels for at least the next few weeks.

GREEN BEANS

Green bean supplies are mostly steady in the East, with active production now underway in both Michigan and New York. Daily availability has been consistent, and quality has been strong across most lots. In the West, moderate volumes are coming from Baja, Central Mexico, and the Brentwood, CA area. Santa Maria is also in production, though output has slowed temporarily due to cooler weather. Washington has green beans available for its local markets, but production remains light until a new block begins harvest in about 10 days. Overall, supplies are holding steady with good quality reported across most growing regions.

WATERMELON

Watermelon volumes are relatively steady in Indiana as we are well in the midst of the season. Quality continues to be strong. Delaware, Maryland, and a few other areas are also in production now but most of these regions have lighter volumes and yields than normal, largely due to rain during the growing cycle. Indiana is expected to continue production into September which is when the Fall South Carolina crops will get started.

EGGPLANT

Eggplant availability is holding steady in the East, with fruit coming from multiple regions and local programs. Quality has been solid across most farms, supporting consistent daily supply. In the West, Fresno remains the primary production area, delivering reliable volume and quality. Additionally, our Washington partner is now ramping up harvests, offering strong quality and increasing availability. Volume from this region is expected to reach load levels within the next week, helping to further stabilize Western supply.

YELLOW AND ZUCCHINI SQUASH

Squash supplies are available in multiple regions in the East as is the norm during the summer months. Quality is mixed as weather conditions have varied in each respective growing area. In the West, Santa Maria's production has been lighter but there are new plantings coming online soon that have been slowed by the cooler temperatures. Quality has been good on California's zucchini, but is fair to good on yellow squash.

CHILI PEPPERS

Eastern chili pepper supplies are light to moderate this week with fruit coming from Michigan, New Jersey, North Carolina and New York along with some smaller pockets of local product. Hungarian wax and long hot peppers are a bit shy though. In the West, supplies are stable, with product coming from California, Central Mexico and Baja. Quality has been good on all varieties except tomatillos, which have been classified as fair to good. In the Pacific Northwest, our Washington State partner has now started on all varieties except habaneros, which are always a few weeks behind.

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.



NUTRIENT STEWARDSHIP MINDED GROWERS HONORED BY FERTILIZER INDUSTRY; COREY ROSENBUSCH COMMENTS

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

JULY 29, 2025

The Fertilizer Institute (TFI) announced the selection of three sets of agricultural retailers and their farmer partners as the 2025 4R Advocates. These grower-retailer partners are being recognized for their outstanding commitment to implementing nutrient management practices grounded in 4R principles: applying the Right fertilizer source, at the Right rate, Right time, and Right place.

“Our 2025 4R Advocates are leading the charge in three unique regions when it comes to sustainability and stewardship in agriculture,” said TFI President and CEO Corey Rosenbusch, speaking at TFI’s Agronomy Conference and Expo in Indianapolis, IN. “Their dedication to the 4Rs supports healthy soils, strong yields, and a more resilient food system. We’re honored to recognize these grower-retailer teams for advancing science-based practices that benefit both the environment and the bottom line.”

Now in its 13th year, the 4R Advocate program showcases the tangible benefits of 4R Nutrient Stewardship through real-world application and field-level results. The 4R framework is designed to provide farmers with research-based, practical tools to improve crop productivity, enhance environmental outcomes, and promote sustainable farming for future generations.

Representing a wide range of crops and regions, the 2025 4R Advocates will engage in TFI-led outreach and education efforts throughout the year. These activities include speaking at on-farm field days, industry panels, and local engagement opportunities to help share their stories and encourage broader adoption of 4R practices.

2025 4R Advocates:

- Retailers: Felipe Aguilar and Fernando Ceja: Helm, CA – Wilbur-Ellis Company
- Farmer: Sal Parra, Jr.: Helm, CA – Burford Ranch; Coyula Farms
- Retailer: Anthony Furlin: Trenton, MO – MFA Inc.
- Farmers: Mark and Kristi Urich: Laredo, MO – Urich Farms
- Retailer: Taylor Ivy: Stuart, FL – Nutrien Ag Solutions
- Farmer: **Elizabeth Malek: Naples, FL – Lipman Family Farms**

The 4R Advocate program is a key element of TFI’s efforts to raise awareness and adoption of 4R Nutrient Stewardship practices. This initiative underlines the critical role of efficient nutrient utilization in sustainable crop production systems. To learn more about 4R practices, please visit the TFI website.



[READ MORE HERE](#)

HOW EMOTIONS AND STORYTELLING DRIVE FRESH SALES

THEPACKER.COM

August 6, 2025

In the fast-paced world of grocery retail, making a lasting impression is no longer just about price or product placement, especially in the produce aisle. Creating emotional connections in the blink of an eye is the secret to building shopper loyalty — and boosting produce sales. It's about reaching shoppers' hearts before their rational minds kick in.

For the grocery produce aisle, that means branding and design need to work together to create a visual and emotional experience, and quickly. Also, developing mental shortcuts that help shoppers feel good about what they're buying. And in a category where freshness, sourcing and health drive decisions, visuals are key.

Fast decisions are made visually, and the same holds when consumers grab a bunch of kale or a clamshell of strawberries. In produce, cues like "locally grown," "organic," or even a province or state name can serve as these emotional triggers. These visual cues tap into the consumer's emotional brain, which seeks to conserve energy by making fast, intuitive choices. That's where the opportunity lies for produce marketers: help consumers feel good fast.

To elevate the produce experience, storytelling is a powerful tool that's underutilized in grocery retail. When shoppers can "meet" the farmer through visuals or narratives, they're more likely to buy — even if the price is a bit higher. People feel like they know the farmer so they begin to trust the product more. Nostalgia is another underused emotional driver. A simple story about a holiday tradition — like a store manager's family pie recipe — can create powerful bonds between shoppers and products. By humanizing products, even large retail chains can bring the farm into the 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

BACK TO SCHOOL MEANS
BACK TO FRESH, EASY
LUNCHES! 🥗🍅 HERE'S
SOME FARM-FRESH
INSPIRATION TO KEEP
YOUR KIDS FUELED AND
HAPPY ALL WEEK LONG



hidden
veggie
nuggets

