

SEPTEMBER 12, 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

Lipman's Tennessee roma tomato crops continue to deliver steady volumes and good quality to the Eastern market. Harvesting has included some excellent crown picks, showing good sizing and consistent color. In addition to Tennessee, smaller volumes of romas are also coming from Canada, Michigan, Alabama, and North Carolina, helping to supplement supply across the region. Barring any significant weather events, production from the more southern areas is expected to continue through early to mid-October, at which point North and Central Florida will begin their fall harvests. Out West, Lipman's California roma fields are also producing steadily, with very good quality reported. While sizing has dipped slightly due to recent heat, most fruit remains in the XL to L range. Additionally, both Baja and Central Mexico continue to provide solid roma supplies, which are anticipated to hold steady into September. Overall, market supply is strong, and quality remains high across key growing regions.

GRAPE TOMATOES

Grape tomato volumes have improved in the East. Lipman's Virginia farms have transitioned into their fall plantings, resulting in stronger production and more comfortable volume levels. Quality has been solid overall, with only a few splits being graded out during packing. Additional supply is coming from a range of smaller operations in Tennessee, Alabama, and Canada, among others, helping to round out Eastern availability. In Mexico, Baja growers are harvesting both existing acreage and newly planted fields, maintaining consistent production. Similarly, growers in East/Central Mexico are harvesting from a mix of new and established fields, and no major quality concerns have been reported. Overall, supply and quality are holding steady across regions as we head into September.

ROUND TOMATOES

Slicer tomato volume is picking up in the East this week as fall crops come online in both Tennessee and Virginia. Tennessee's production has strengthened slightly compared to recent weeks, with fruit showing good quality and somewhat smaller sizing. Virginia's new plantings are just beginning to harvest, and volume is expected to ramp up steadily. Early picks from Virginia are showing promising quality with a nicely balanced sizing profile. Additional round tomato supplies are also available in smaller volumes from regions like North Carolina. In the West, supplies remain moderate, with product coming from California, Baja, and Central Mexico. Lipman's California harvests have been consistent, producing mostly larger-sized fruit with strong quality. Both Baja and Central Mexico continue to provide moderate volume, and current forecasts suggest these regions will maintain steady availability. Overall, supply across growing regions is stable, with solid quality and regional transitions helping support market needs.

ORGANIC ROMA TOMATOES

Organic roma tomato availability remains steady, with consistent supply coming from both Baja and Central Mexico. New production has recently begun in Baja, which is expected to help improve overall quality moving forward. Current quality is generally good, particularly when fruit is harvested with lighter color, which has shown better performance through the supply chain. With stable volume and improving quality, the organic roma market is well-positioned into September.

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CHILI PEPPERS

Eastern chili pepper production remains scattered, with more consistent volumes coming out of Michigan, North Carolina, and New Jersey. In addition, small pockets of local supply are contributing to overall availability. While serrano and habanero volumes are still limited, most other chili varieties are available in adequate supply. In the West, chili production continues out of California, Baja, and Central Mexico, with local supply in Washington adding to the mix. Quality has been strongest in California and Washington, while heat stress in Baja has affected plant health and resulted in some quality challenges. Tomatillo quality has been below average in a few areas, but improvements are expected over the week as new fields begin harvesting.

EGGPLANT

Eggplant availability remains strong and consistent across the Eastern U.S., with steady supply coming from Michigan, New Jersey, and assorted local areas including Kentucky and New York. Overall quality has been good, with only a few isolated trouble spots noted. In about a week, we anticipate the return of Lipman's Eastern North Carolina program, bringing in fresh fall fruit as production begins its seasonal transition southward. Out West, the Fresno, California region continues to lead in supply, with solid volumes expected to hold through late October, when desert production begins. Meanwhile, our grower partner in Washington State is actively harvesting and delivering excellent-quality fruit to the Pacific Northwest. With multiple growing regions in production, eggplant supply and quality remain in a strong position heading into early fall.

MINI SWEET PEPPERS

Mini sweet peppers are readily available this week, with steady supplies coming from Baja, Central Mexico, California, and Washington. Quality has been particularly strong out of Washington, with clean, vibrant fruit, while product from the other regions is also performing well. With multiple growing areas in production, supply conditions are expected to remain favorable over the next several weeks, supporting consistent availability and solid quality across the board.

GREEN BEANS

Green bean supply continues at a steady pace in the Eastern U.S., although cooler weather has recently slowed production in the more northern areas. Quality has been consistently good, with no major concerns reported. In the West, light to moderate volumes are being harvested in Baja and the Brentwood, California area, with additional light supply coming from Central Mexico and Washington State. Quality across all Western growing regions has been solid.

CUCUMBER

Product is available from key growing regions including Michigan, New York, and Canada, with additional contributions from smaller programs across the East. Fall harvests are on the horizon in Eastern North Carolina and Georgia, with production expected to ramp up within the next 7 to 10 days. Quality has generally been good, though some cosmetic defects have been noted. In the West, Baja continues to lead with steady supply and solid quality, while Central Mexico remains active with relatively consistent volumes. Looking ahead, we anticipate stronger movement out of Mexico as we progress further into September, helping to bolster overall supply.

WATERMELON

Watermelon availability remains consistent this week, with solid supply coming from Indiana, and additional volumes in Maryland, Delaware, New Jersey, and Washington. While some growers in parts of Indiana are beginning to encounter quality issues, Lipman's Indiana crops continue to perform well, delivering strong quality and clean fruit. Production in Indiana is expected to continue through mid-September, with Lipman's South Carolina season set to begin on September 20th, ensuring a smooth regional transition.

HARD SQUASH

As more growers in the Northeast get up and running, the East's hard squash volumes are picking up. Currently, Michigan and Kentucky are leading the way in eastern supply but growers in New York and Maine are now in the mix as well. Overall quality has been good, though there have been a few trouble lots—particularly with spaghetti squash. Out West, supply remains strong and steady, with consistent production coming out of the Stockton and Fresno areas in California, as well as from Washington State. Quality and volume are both solid in the West and expected to remain stable in the near term.

BELL PEPPERS

Bell pepper production remains consistent across the Eastern U.S., with multiple states—including Michigan, New York, North Carolina, and New Jersey—actively harvesting. Overall quality has been good, though some light discoloration has been observed due to recent weather conditions. These regions are expected to remain in production for several more weeks before the seasonal transition to southern growing areas begins. Out West, the Fresno/Selma region of California continues to deliver steady volumes and excellent quality. Washington State is also in season, offering attractive fruit to meet regional demand. Supplies are well-positioned to support continued movement as we head into early fall.



FRESH PRODUCE FINDS ITS SNACKING SWEET SPOT

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

SEPTEMBER 2, 2025

As traditional snack categories mature and consumers demand healthier, more functional options, fresh produce is stepping into the spotlight. Fruits and vegetables are not only expanding their role in everyday consumption, but becoming pivotal to the future of snacking across grocery markets. At a time when unit sales across the broader snacks category have stalled, fresh produce stands out for its consistent growth, strong emotional appeal, and alignment with wellness-led lifestyles. In short, the future of snacking might look a lot like your fresh produce aisle.

Gone are the days when snacks were confined to midafternoon pick-me-ups. Today, snacking happens around meals, replaces meals, and is used to support emotional well-being and health goals. Fresh fruits and vegetables are now a go-to choice for these expanded occasions. More than half of consumers report eating fresh produce with a meal, while 52% snack on it throughout the day. This shift reflects changes in how people view food. Snacks are no longer just a convenience or indulgence; they're a form of self-care. Regular snacking boosts their sense of well-being, a reminder that snacking is as much an emotional habit as a physical one.

Snackable formats, like portioned melon cups, fruit mixes with added protein, and ready-to-blend smoothie kits, are helping to redefine what a "treat" looks like. Retailers are leaning in, too, investing in visibility and merchandising of fresh snacks alongside yogurts, dairy drinks and health foods. Fresh produce needs to be presented, not just as healthy, but as exciting, satisfying and relevant. That may mean new packaging formats, improved chilled fixtures, and stronger storytelling.

Fresh produce also aligns strongly with the shift toward functional snacking. With more consumers seeking foods that help them manage weight, boost mood, or enhance energy, fruits and vegetables offer natural benefits. As weight-loss drugs become more common, appetite suppression is changing consumer behaviors. Smaller, high-quality snacks that deliver satisfaction without excess are rising in relevance; a space fresh fruit can occupy with credibility. Retailers and brands are increasingly positioning fruit and veg in the "better for you" snack zone, both in terms of messaging and placement. From prepared fruit packs to on-the-go veg pots, fresh produce is earning its place as a credible snack, not just a meal side.

While inflation has impacted many food categories, fresh produce has remained competitively positioned. Chilled and fresh fruits outpaced most categories in both value and unit sales growth, suggesting consumer willingness to pay for freshness, quality and convenience. Still, price sensitivity matters. Success in this space depends on delivering value through smart portioning, transparent sourcing, and perceived health benefits. There is also a renewed opportunity to highlight freshness as a value in itself, not just in terms of shelf life, but in the experience and satisfaction it delivers to health-conscious shoppers.



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WHAT TODAY'S SHOPPERS ACTUALLY WANT

THEPRODUCENEWS.COM

September 12, 2025

It may just be September, but the winter holidays will be here before you know it. Of course, the holiday season is full of magic — but for many families, it's also full of chaos. Between office deadlines, school concerts and never-ending to-do lists, the modern consumer isn't browsing content for inspiration; they're searching for survival. They're the decision-makers filling lunchboxes, shopping grocery lists and looking for ways to keep their families well during the busiest time of year. So, what kind of content actually resonates during the holiday season? What drives a click, a save, a share — or better yet, a purchase of fresh produce?

Five-Ingredient Rule

If there's one golden rule, it's this: Keep it simple. Recipes with five ingredients or fewer consistently outperform long-winded, overcomplicated dishes. Today's consumer is looking for quick, healthy ideas that don't sacrifice taste — especially when it comes to feeding kids. From sheet pan meals and veggie-packed dips to festive fruit skewers, bite-sized, minimal-ingredient recipes using seasonal produce are a win. Bonus points for anything that can be prepped in advance or multitask across lunchboxes, snacks and dinner sides.

Make-Ahead & Freezer-Friendly Everything

Many don't have the luxury of making dinner from scratch every night. That's why make-ahead breakfasts, freezer-friendly snacks and big-batch meals that can be portioned out are some of our most popular content. Recipes featuring long-lasting produce allow for smarter shopping and meal prep flexibility.

Fueling Wellness Through Food Is Medicine

Busy times aren't just stressful logistically — it can take a toll on mental and emotional health. This is where the Food Is Medicine movement becomes more than a campaign — it becomes a lifeline. We've seen a growing interest in content that highlights how food can impact mood, energy and overall well-being. Think brain-boosting snacks, sleep-supporting dinners or stress-fighting citrus recipes. These pieces not only perform well — they offer real value when families need it most. Highlighting the health benefits of the food we are consuming reinforces that healthy food isn't just about nutrition. It's about stability, clarity and care.



[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

CLICK THE IMAGE FOR
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RECIPE USING FRESH
AND BRIGHT LIPMAN
PRODUCE!



STIR-FRY VEGGIES WITH
LIPMAN FAMILY FARMS

