

OCTOBER 17, 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

ROUND TOMATOES

Round tomato volumes are on the lighter side in the East this week as most northern programs have now finished or are nearing completion. Lipman's Tennessee and Virginia crops are also set to wind down over the next 7–10 days, marking the transition of primary production to Florida for the winter season. The Quincy, FL area has just started harvesting, offering light volumes to help bridge the gap to the Ruskin and Palmetto crops, which are scheduled to begin in the last week of October. The crop outlook in Florida is promising, with favorable weather and healthy plants. Current supplies show mostly good quality, though recent rains have slightly impacted packouts. In the West, California's season has effectively come to a close, with Lipman completing its final harvest early this week. A few remaining fields from other growers may see harvest activity, but recent rain may impact quality and cause them to pass by the fields. In Baja and Central Mexico, volumes have eased this week due to cooler and wetter conditions. However, both regions are expected to see improved supply within the next 10–14 days as weather conditions stabilize and new plantings begin to produce. Quality remains good overall, with a full range of sizing options available.

TOMATOES ON THE VINE (TOVs)

Even as Canadian and other domestic TOV programs wind down for the season, Mexico continues to provide steady supply. Production has remained consistent, and fruit quality is strong with good color, firmness, and overall appearance. Growers are reporting stable yields and dependable availability, ensuring smooth transitions for customers as northern programs wrap up.

ROMA TOMATOES

As local and regional programs wind down, roma tomato supplies remain tight across the East while we await the start of Florida production. Tennessee has been the primary source of supply through much of the summer, but volumes there are expected to taper off over the next two weeks as the season comes to a close. A few romas may come out of the Quincy area over the next few weeks, though quantities will be limited. The next major transition will be to the Palmetto/Ruskin growing region, where Lipman's crops are scheduled to begin harvest at the end of October. Initial volumes will be light but are expected to build to seasonal levels by mid-November. In the West, supplies are similarly snug. California's season is wrapping up, with recent rain likely bringing any remaining harvests to an end. Both Baja and Central Mexico have some fruit available, but volumes are light as both areas have experienced cool and wet conditions. More consistent supply is anticipated as new plantings come online in November and December. Quality has been mixed, varying by grower and region.

ORGANIC ROMA TOMATOES

Organic Roma supplies are on the lighter side this week, with harvest activity centered in Central Mexico and a smaller program operating in Sonora. Quality has been good overall, particularly on freshly harvested fruit, though volumes remain limited. As with both organic and conventional grape tomatoes, the next production transition will move to the Sinaloa region in December. This shift is expected to bring improved availability and stronger supply consistency heading into the winter season.

GRAPE TOMATOES

Although a few grape tomato programs remain active in scattered regions, Florida has now become the predominant production area in the East. Lipman's crops in the Ruskin/Palmetto region are underway, with volumes gradually increasing. While supplies have not yet reached full seasonal levels, they are expected to build steadily over the next 7–10 days as additional plantings come online. Some of the earliest harvests experienced minor weather impacts, but quality has been strong overall after grading, and we anticipate continued consistency moving forward. As other regional programs wrap up, Florida's expanding supply will help ensure steady availability in the weeks ahead. In the West, Baja and Central Mexico remain the primary sources for grape tomatoes. Production in both areas has been slowed slightly by cooler, wet weather, resulting in lighter volumes this week. Conditions are expected to improve soon, supporting better supply as we move toward November. These regions will continue to carry the Western grape tomato market until Sinaloa's season begins in December.

ENGLISH CUCUMBERS

English cucumbers are readily available this week, with supplies coming from both Canada and West Mexico. While Canada's summer crops are beginning to wind down, new winter plantings there — along with steady production from Mexico — are keeping the market well supplied. Over the next few weeks, Canadian volumes are expected to ease as larger summer plantings finish out their cycle. Overall quality has been good across all regions when the fruit is fresh, showing clean appearance and firmness. Demand has been lighter than usual, leading to some inventory buildup, but the market is expected to balance out as movement improves heading into late October.

in the coming weeks.

GREEN BEANS

Green bean supplies are steady in the East, with Virginia and Georgia serving as the primary production areas at this time. Georgia is expected to continue harvesting through November, while Florida is set to begin its season in mid-to-late November. With both Florida and Georgia in production, supplies are projected to be adequate heading into the Thanksgiving holiday. Quality has been good overall, with strong color and firmness across most lots. In the West, supplies are very limited as California's crops have largely finished for the season. However, Washington state is still harvesting and is expected to have green beans available for about another week. Only light volumes are currently coming out of Central Mexico and Baja, but winter production is anticipated to begin around November 15th, depending on weather.

CHILI PEPPERS

There are still small volumes of chili peppers being harvested from local and regional programs in New Jersey, North Carolina, and other nearby areas, but Georgia has now fully transitioned into its chili pepper season. All major varieties are available, with most in moderate supply. As the remaining local programs wrap up, Florida's season is expected to begin within the next two to three weeks, providing a smooth handoff in Eastern production. In the West, Washington's season is projected to continue for another two weeks, though any significant weather could bring an earlier end. Baja remains the primary source of Western supply this week, offering light to moderate volumes across most varieties. Quality has been rated fair on jalapeños but good on the other chili types. Light jalapeño volume is also beginning to cross from Sonora, while Central Mexico continues to offer light to moderate availability overall. California's season is nearing completion and may wrap up this week depending on the impact of recent rainfall.

ZUCCHINI AND YELLOW SQUASH

After an extended period of abundant supply, yellow and zucchini squash availability has tightened in the East. Most local programs have wrapped up for the season, but fall plantings are now being harvested in North Carolina, Georgia, and Florida. Georgia's volumes have eased as some growers chose to abandon fields following a long stretch of depressed market prices. Supply is expected to improve over the next few weeks as Georgia transitions into new plantings and Florida's season gains momentum. Quality has been mixed due to scattered weather events, but good fruit remains available across key growing areas. In the West, recent rain has effectively ended California's remaining production, making Sonora the main growing region for the time being. Supplies there have been low to moderate, and the weekend's rainfall caused some short-term quality issues. Conditions are expected to stabilize, with quality and volume both improving as fields recover in the coming week.

MINI SWEET PEPPERS

With both California and Washington nearing the end of their seasons, the market is beginning to transition to Mexico for mini sweet pepper supplies. Baja has a limited amount of fruit still available, but volumes have declined as the region moves past its seasonal peak. Western and Central Mexico are just starting their programs, with light production expected to continue until volumes build in December. Quality has ranged from fair to good, with some isolated reports of shrivel and decay as older fields finish up.



STRATEGIES FOR INCREASING PRODUCE CONSUMPTION FREQUENCY

ANDNOWUKNOW.COM

OCTOBER 13, 2025



At the International Fresh Produce Association (IFPA) Global Produce & Floral Show, visitors to booth 2861 can easily see the freshness that Lipman Family Farms delivers to retailers every day. Front and center is the rich, red Crimson tomato. This juicy homegrown variety is a crown jewel in Lipman's lineup and a favorite among both chefs and retailers. Alongside it, the Lipman Fresh-Cut lineup showcases appetizing fajita and pico de gallo mixes, salsa, perfectly prepared bell peppers, onions and more. It's all innovatively prepared at the peak of flavor and packed to maximize shelf life. Less obvious, but just as important, is the story behind the displays. The vertically integrated behind-the-scenes network makes it all possible, gives Lipman's customers a variety of benefits.

From its start as a single tomato stand, Lipman has done whatever it takes to deliver consistency and efficiency to customers, all while retaining the relationships and care that have defined it for most of a century. Today, Lipman has the flexibility and responsiveness of a local grower, along with operations that are large enough to supply customers across North America. The company's operations provide unique control across every link of the supply chain. Its end-to-end capability ensures reliability, supports industry-leading food safety standards and provides remarkably consistent produce from coast to coast.

- In-house R&D breeds proprietary varieties to produce better flavor, durability, shelf life and other traits that benefit retailers and food service customers.
- 23 repack facilities reduce transit time and ensure dependably fresh product deliveries.
- 8 fresh-cut facilities with growing capacity help meet the need for custom products and unique customer demands.
- A comprehensive logistics offering delivers just-in-time product 365 days a year.

"We're growers at heart, but our business extends far beyond farming," said Elyse Lipman, CEO of Lipman Family Farms, in the recent release. "From our R&D department and breeding programs to our partnerships with local family farms across the continent, no one is better equipped to provide in-season freshness and flavor at any time."

The proof is plain to see (and taste) at IFPA Global Produce & Floral Show. Attendees can experience the innovation and flavor of Lipman's fresh-cut lineup, taste recipes featuring Crimson tomatoes, and learn more about the company's vertically integrated solutions at booth 2861.

[READ MORE HERE](#)

THE DISAPPEARING FRONT OF HOUSE: HOW AI FILLS THE GAP WHEN GOOD PEOPLE ARE HARD TO FIND

[NRN.COM](https://www.nrn.com)

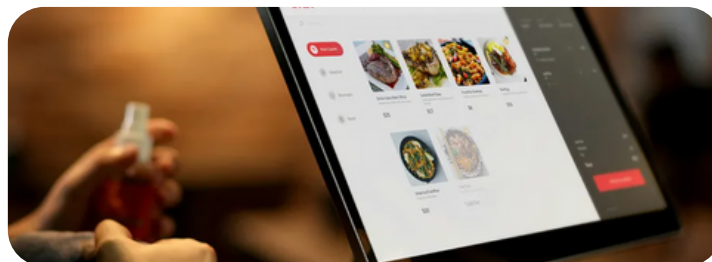
OCTOBER 7, 2025

Twenty years ago, landing a job at a good restaurant meant beating out dozens of other applicants. Managers could afford to be selective, choosing from a deep pool of eager candidates who viewed restaurant work as a stepping stone to something better, or even as a stop on a career path within the hospitality industry. Today, that dynamic has completely changed. Restaurant owners find themselves competing for workers who may not show up for their second shift. The industry that once had its pick of talent now struggles to fill even basic positions, from line cooks to servers and hosts.

In a [\\$1 trillion industry](#) strained by labor shortages, this fundamental flip in the employer-employee relationship has created a cascade of operational challenges. Perhaps nowhere is this more evident than in phone service, which has become the canary in the coal mine for restaurant staffing problems. With 40% of restaurant calls going unanswered, the industry is hemorrhaging \$20 billion in lost revenue annually. That's money that walks out the door with every missed connection. And while capturing those missed sales is imperative, this goes beyond lost revenue. It's about a broader transformation in how restaurants must think about delivering consistent service when reliable human labor has become the exception rather than the rule.

When restaurants run short-staffed – which is now the norm rather than the exception – phone service suffers first and most dramatically. The math is simple but brutal: missed calls equal lost orders, rushed phone interactions create poor customer experiences, and pulling staff from the dining room to answer phones degrades the in-person service that keeps customers coming back. The ripple effects extend far beyond the immediate sale. A family planning a Friday night dinner that gets a busy signal doesn't just hang up and forget about eating. They call the restaurant down the street – the one that's not quite as good but will reliably answer the phone. How many times will that customer attempt to order again before they learn to look elsewhere? Available workers often lack the phone skills that experienced staff take for granted. Taking orders over the phone requires a different skill set than serving tables: the ability to listen carefully without visual cues, a knowledge of menu details and modifications, and seamless navigation of POS systems under time pressure. These skills take time to develop, but with industry turnover rates hovering [near 80%](#) annually, that investment in training often walks out the door within months.

Human staff excel in areas where emotional intelligence and creativity matter most: solving complex problems, providing empathetic service to upset customers, building personal connections that drive upselling, and handling unusual requests that require judgment. AI systems excel at consistent execution of standardized processes, like taking accurate orders with perfect POS integration, providing immediate responses to frequently asked questions, and processing high call volumes without fatigue. The restaurants that will thrive into the future are the ones using technology wisely to deliver consistent, excellent experiences regardless of who shows up to work. Voice AI represents the most immediate opportunity to solve a universal problem: ensuring every customer call becomes a captured sale rather than lost revenue. The choice is straightforward – either continue missing calls and losing customers or implement technology that turns your phone into a reliable revenue generator. In an industry where answering every call has become a competitive advantage, that choice makes itself.



[READ MORE HERE](#)

UPCOMING EVENTS:

OCT 16 - 18

**IFPA GLOBAL PRODUCE AND FLORAL
SHOW**

COME SEE US AT BOOTH 2861!!

**ANAHEIM CONVENTION CENTER
ANAHEIM, CA**

**[https://www.freshproduce.com/events/
the-global-produce-and-floral-show/](https://www.freshproduce.com/events/the-global-produce-and-floral-show/)**

DEC 2 - 4

**THE NEW YORK PRODUCE SHOW AND
CONFERENCE**

**JAVITZ CONVENTION CENTER
NEW YORK, NEW YORK**

<https://www.nyproduceshow.com/>

TOMATO SNAPSHOT

THERE'S SOMETHING
SPECIAL ABOUT FALL ON
THE FARM – COOLER
MORNINGS, CRISP AIR, AND
THE QUIET RHYTHM OF THE
HARVEST. 🍅 WHILE THE
WORLD SPEEDS UP, WE
SLOW DOWN AND STAY
GROUNDED IN THE WORK
THAT MATTERS.

