

OCTOBER 3, 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 supplies are plentiful in the East this week, with Lipman's Virginia and Tennessee crops both in production and expected to continue through most of October. Virginia's most recent plantings showed lighter yields, but fruit has been heavier to 5x6 sizing with good quality. Tennessee's volumes have eased slightly, with more balanced sizing, but quality remains strong. As with romas, light volumes from North Florida are expected to begin in the coming weeks, followed by Ruskin/Palmetto starting in late October and building to full seasonal volumes in November. In the West, consistent supply is coming from both California and Mexico. Lipman's California program has another two to three weeks remaining, with mild temperatures helping sustain yields, sizing, and quality at good levels. Central Mexico and Baja are also expected to maintain moderate to good volumes over the next several weeks, provided weather remains favorable.

GRAPE TOMATOES

Grape tomato supplies are plentiful this week. Lipman's Virginia farms experienced rain over the weekend, which impacted packouts slightly, but overall production has remained favorable thanks to mild August weather. Harvests in Virginia will continue for a few more weeks, while new crop production in Ruskin/Palmetto is set to begin within the next 7-10 days. Initial volumes there will be light, but supplies are expected to build by around October 20 as multiple plantings come into production. In the West, steady grape tomato supplies continue out of Baja and Central Mexico, where production is expected to remain consistent for the next several weeks.

ROMA TOMATOES

Eastern roma production has experienced some ups and downs but is holding mostly steady at this point. Lipman's Tennessee crops are producing good quality fruit, with sizing trending larger. While the region is in the latter stages of its season, temperate weather has supported yields and quality, which should allow harvests to continue through most of October, though volumes will begin to lighten. North Florida is expected to start with light production in the next few weeks, followed by Ruskin/Palmetto beginning in late October and ramping up to seasonal volumes in November. In the West, roma supplies are ample with fruit available from California, Baja, and Central Mexico. Lipman's California program has benefited from mild weather, helping to maintain strong yields, quality, and sizing even as the season winds down. California will wrap up later this month, but both Baja and Central Mexico will carry supply until West Mexico production begins. Baja's volumes are expected to be somewhat limited in the coming weeks as growers work through existing acreage, while Central Mexico should maintain steady production. Overall quality varies by grower and area but is reported as mostly good.

TOMATOES ON THE VINE (TOVs)

Canada's tomato-on-the-vine production remains at light to moderate levels, while Mexico's volumes are steadily increasing as more houses come online for the season. Supplies are currently in transition, but overall quality and sizing have been consistent, with no major concerns reported. Availability is expected to improve in the weeks ahead as Mexico's production continues to ramp up.

ENGLISH CUCUMBERS

English cucumber availability is mostly steady in Eastern Canada, although they are in the latter part of the season. Western Canada continues to provide consistent production, though volumes are expected to lighten by mid-October as their season winds down. As the transition progresses, Mainland Mexico is projected to begin in about 2-3 weeks.

MINI CUCUMBERS

Mini cucumber volumes are trending lighter as Western Canada winds down and fall crops in Mexico have yet to fully start. Currently, light harvests are coming out of both Baja and Central Mexico, helping to maintain some supply in the market. Production in Mexico is expected to strengthen by mid-to-late October, bringing improved availability. In the meantime, quality and sizing from all regions have been reported as consistent, supporting steady movement despite the lighter volumes.

MINI SWEET PEPPERS

Mini sweet peppers are in good supply this week, with active production in Baja, California, and Washington. Washington is expected to continue harvests for another three weeks, weather permitting, while both Baja and California should continue harvesting beyond that time frame. Quality has been reported as strong out of Washington and Baja, with consistent sizing and appearance, while California's fruit has been less reliable in overall quality. Supplies remain steady, supporting market needs across all regions.

GREEN BEANS

Green bean supplies are strong in the East, supported by new crop production in Georgia and Eastern North Carolina, alongside ongoing harvests in Virginia, Tennessee, and Michigan. Quality has been very good across all areas, though some regions nearing the end of their seasons may see a decline soon. Georgia and Virginia are expected to provide the bulk of supply until Florida begins in mid-to-late November. In the West, the situation is tighter. Brentwood is finishing its season this week, while production in Santa Maria has been slowed by recent rain and cool weather. Washington state continues to produce a steady volume of beans, though most of that crop remains within the regional market. Overall, Western supplies are expected to stay limited until Mainland Mexico begins harvesting near Thanksgiving.

EGGPLANT

Eggplant supplies are plentiful in the East, with strong production continuing across several regions. The Eastern North Carolina program has about three weeks remaining, but Georgia is already in full swing, ensuring consistent availability as northern areas begin to wind down. Additional local programs, stretching from New Jersey to Kentucky and beyond, are also contributing to the market. Quality has been mixed, with the strongest fruit coming from newer crops. In the West, California continues to provide steady supply with fair quality, while Washington's production has shown stronger, more consistent fruit. A few early crossings have been reported through Nogales, though seasonal volumes from Mexico are not expected until mid-November.

CHILI PEPPERS

Chili pepper supplies are currently light in the East. Production continues in New Jersey, North Carolina, Michigan, and a handful of smaller local programs, but most of these areas are either finishing up or will conclude within the next few weeks. Georgia is expected to begin by mid-October, followed by a light fall crop in Plant City in early November. South Florida is projected to come online around November 15, which will help bolster availability. Although much of the current fruit is being harvested from older plants, overall quality across most varieties has remained sufficient. In the West, supplies are moderate overall.. Baja and California crops should run through October, with Washington potentially extending depending on weather, while Central Mexico continues its mostly year-round programs. We've already started to see a trickle of product crossing in Nogales and should see that volume increase as we inch closer to the fall transition. Tomatillo quality is still challenges, but has improved slightly.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash supplies remain abundant in the East, with product available from Michigan through New Jersey and down into Georgia and North Florida. As northern areas wrap up their seasons, new southern crops are coming on to fill the gap, ensuring no major supply interruptions. With such widespread availability, quality has been good overall, though variability is being noted depending on growing region and recent weather patterns. South Florida is expected to start in about two weeks, further supporting steady movement. In the West, Santa Maria is finishing up its fields this week, leaving supply to light volumes from Fresno and new crops in Sonora. Mexico's production should continue to strengthen as the season progresses, with zucchini being a bit slower to come online but expected to catch up within the next week.



LIPMAN FAMILY FARMS BRINGS A GROWER'S HEART TO FRESH-CUT INNOVATION DURING IFPA GLOBAL PRODUCE & FLORAL SHOW

ANDNOWUKNOW.COM

SEPTEMBER 29, 2025



Lipman Family Farms, the nation's largest open-field tomato grower and a trusted partner across the produce supply chain, will spotlight its expanding fresh-cut program and signature Crimson tomato variety at this year's International Fresh Produce Association (IFPA) Global Produce & Floral Show, Oct. 16-18 in Anaheim, CA. Attendees can connect with the Lipman team at Booth 2861.

This year, Lipman brings its "grower at heart" story to life with an updated booth design that highlights the company's vertically integrated model. From field growing and greenhouse operations to fresh-cut processing and distribution, Lipman has the mindset of a grower, which is central to its ability to deliver fresh, flavorful produce with consistency and scale.

"We're excited to show customers how Lipman's vertical integration delivers on its promise of reliability, freshness, and quality," said Elyse Lipman, CEO of Lipman Family Farms, in the recent release. "At IFPA, we'll celebrate our grower identity that leads us to innovative new directions, like our convenient fresh-cut line."

Lipman's fresh-cut program will be a display highlight, with expanded product offerings and recipe samples showing how convenience and quality can come together for foodservice and retail partners.

Visitors will also get a close look at their Crimson tomato, a proprietary variety prized for its deep color and intense, juicy flavor. Lipman's Research & Development department celebrates 22 years of continuous varietal innovation and growth for the Crimson brand.

The booth experience gives buyers and partners a taste of Lipman's full story: a family-owned, vertically integrated company that grows good from the ground up.

[READ MORE HERE](#)

AI IN PRODUCE: PRACTICAL USES, PITFALLS AND WHAT'S NEXT

[THEPACKER.COM](https://thepacker.com)

OCTOBER 3, 2025

Artificial intelligence is quickly moving from pilot projects to practical applications across the produce industry. From supply chain optimization to compliance workflows, AI is starting to influence how fresh food is grown, packed and moved. Conversations with researchers, investors, and operators about how AI is showing up across the food system revealed a picture that was more nuanced than the hype — full of promise, but also full of risks we need to manage carefully.

One of the most striking themes from these conversations is that AI “teaches” users how to interact with it. The best results come from iteration and refinement — giving clear prompts, checking outputs, and adjusting. This is true whether you are a scientist using AI to speed up a breeding program or a retailer automating demand forecasts. This kind of application helps AI feel less like an experiment and more like a practical tool that makes everyone’s work easier.

Another big theme was that AI is quickly evolving from a set of isolated tools to connected systems. These agents can coordinate planting schedules, shipping routes and compliance checks — saving hours of manual work and reducing costly errors.

Algorithms can now anticipate harvest volumes, align transportation schedules, and allocate cold storage capacity in real time. The power is not just in solving one problem — it’s in connecting solutions so that decisions in one part of the chain improve outcomes in another, that’s where AI delivers exponential value.

AI can create value, but it can also create problems if it’s rolled out carelessly. Poorly tested outputs can lead to incorrect compliance decisions or flawed forecasts, eroding trust with growers, regulators and consumers. Reputational risk is a real concern. Clear governance, validation processes and transparency about how AI is being used will be critical to avoid these pitfalls.

The takeaway for produce leaders is clear: AI is no longer experimental. It is a practical tool that can help match harvest to demand, reduce waste, and simplify compliance — but only if we get the data right and bring people along. As an industry, we need to treat AI literacy as a core skill set, not a luxury. AI is becoming part of the day-to-day work of the produce industry faster than many expected. The next few years won’t just be about testing pilots; they will be about scaling the ones that work and doing so responsibly so we maintain trust with customers, consumers and regulators.



[READ MORE HERE](#)

UPCOMING EVENTS:

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/](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

STEP INTO THE
BOOTS OF A
LIPMAN FARM
MANAGER 🚜🌱 SEE
WHAT LIFE ON THE
FARM LOOKS LIKE!

