

NOVEMBER 28, 2025

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# ON THE H O R I Z O N

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industry updates

**CROP &  
MARKET**  
INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Florida's roma tomato volumes are rebounding after a few weeks of constrained supply. Lipman has fully transitioned from Palmetto/Ruskin to Labelle, with Naples slated to start in the second week of December. Crown picks are showing the best size and quality, while second picks are trending L-XL with a few manageable quality issues. As other growers shift south, supplies should hold steady into the Christmas holiday. In the West, volume is centered in Baja and Central Mexico; Baja is split between an early-starting area and another in seasonal decline, while Central Mexico should remain consistent until Culiacán is officially in season. A few early crossings from Culiacán have begun, with broader harvests expected mid-December; quality there looks strong so far, while Baja and Central Mexico remain more variable. Overall outlook: steady to improving availability as Florida strengthens and Culiacán comes online.

## ORGANIC ROMA TOMATOES

Organic roma tomato supplies are limited out of Sonora, and quality is only fair, with reports of soft fruit and shriveled shoulders; teams are monitoring and culling as needed. Near-term availability will remain snug. Sinaloa is expected to start in 2-3 weeks, which should bolster volumes and improve quality as new fields come online.

## ORGANIC ROMA TOMATOES

After a brief weather-related tightening last week, volumes out of Baja have improved, and quality has remained consistently good despite the rain. Sinaloa is slated to begin harvests in about two weeks, with several weeks of overlap expected between the two regions. Near term, availability should trend steady to improving as Baja stabilizes and Sinaloa comes online, barring additional weather disruptions.

## ROUND TOMATOES

Florida's round tomato production is steady and strong, with Palmetto/Ruskin wrapping up and growers, including Lipman, shifting south. Lipman has started in Labelle, showing large sizing and strong quality on crown picks; sizes are expected to ease slightly as the southern deal takes over, but remain adequate. In the West, this week's volume is coming primarily from Baja, Sayula, and Central Mexico. Central Mexico is entering seasonal decline, and Baja should hold near current levels until mid-December before tapering off.. West Mexico is slated to start in the second to third week of December and will become the primary supply region for the next few months. Quality has been good across all current production areas, and overall availability should remain reliable through the transition.

## GRAPE TOMATOES

Florida's grape tomato production is on a strong track with good volumes; Lipman is harvesting primarily from Labelle and has also started in Naples. Quality is very good and should remain so barring weather. In the West, supplies are light to moderate from Central Mexico, Sonora, and Baja while the industry awaits Culiacán's main start. A few early crossings from Sinaloa have begun, but the bulk of volume is expected in about two weeks as most Culiacán growers come online. Quality has been good across current production areas, and overall availability should trend steady to improving as Western volumes build.

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## ORGANIC COLORED BELL PEPPERS

With Canada's season finished, red, yellow, and orange bell pepper production is now focused on Mexico and various import programs for the winter months. Central Mexico is currently the main growing region, with supplies running light to moderate. Fruit quality has been solid overall, though some light greening is being observed as the season transitions. Western Mexico is expected to begin harvesting gradually over the next 2-3 weeks and will quickly become the primary production area, bringing improved availability and a more stable supply outlook.

## CHILE PEPPERS

Plant City and South Florida are shipping light volumes of jalapeños, poblanos, Cubanelles, and long hots this week; no serranos or habaneros yet, with first picks expected within the next two weeks. With no meaningful tomatillo volume in Florida, the East is relying on Mexico, where Baja, Central Mexico, and Sinaloa are in season. A transition is underway—Baja is winding down while Sinaloa is just ramping up—leaving overall supplies light for now, with the tightest availability on Anaheims and serranos. Volumes should improve over the next few weeks as Sinaloa expands. Quality is generally good across items, though tomatillos continue to show intermittent issues.

## CUCUMBERS

Eastern field production in Florida is limited, as is typical in winter, with only a few pockets of availability. This shifts Eastern demand to Mexico and the Honduran import program for supply. Honduras usually get rolling in mid-December, but volumes are expected to be lighter this season as several growers opted not to plant. Mexico currently has multiple regions in production with overall moderate supplies: Baja is winding down with lighter volumes as they near the season's end in late December/early January, while Sonora and Sinaloa are about to move into the heart of their production. Central Mexico also has cucumbers, but volumes are light at this time. Quality and color are best out of Sonora and Sinaloa, and volumes from these areas are expected to build as growers move further into winter plantings. Near term, availability should remain steady to moderate on Mexican fruit, with improved coverage anticipated as Northern/Western Mexico picks up and Honduras contributes seasonally.

## MINI CUCUMBERS

Persian cucumber availability is steady with consistent supply coming from Central Mexico and Sinaloa. Overall quality is good with clean packouts and no notable issues reported. Near-term volumes are expected to remain stable, supporting reliable coverage.

## WATERMELON

South Florida production is winding down. Lipman's Immokalee fields have completed harvests, with only a few remaining farms expected to ship for another week or two. With our production finished for the winter, availability will be very limited, and this will be our final update until spring fields start up in March.

## HARD SQUASH

Hard squash storage crops from Michigan, New York, and Maine have provided support for the Thanksgiving demand in the East, with overall quality holding steady despite some occasional storage-related defects. As these supplies become depleted, the focus will shift to Mexico's fruit. Availability and quality out of Sonora has been steady with more butternut available than other varieties. Look for production to transition to the Sinaloa area over the next few weeks. California also has storage fruit available, and supplies there are expected to carry through into January.

## GREEN BEANS

Florida is actively harvesting green beans in Homestead, the Lake Okeechobee area, and Immokalee, with good yields and solid quality expected to continue barring weather. Mexico has strengthened availability now that the Thanksgiving surge has passed. Baja and Central Mexico remain lighter, while Sinaloa is set to ramp up in the next 7-10 days. Quality is mostly good overall, though there have been a few more concerns on Baja fruit. Total supply is projected to build to consistent, strong levels over the next few weeks.

## ENGLISH CUCUMBERS

Supply out of Mexico is steady, with consistent quality and no significant issues reported. Packs are clean and defects minimal. Barring a major cold snap or border disruptions, availability should remain moderate to strong in the near term.

## MINI SWEET PEPPERS

Mini sweet pepper availability remains light this week, with limited supplies currently coming from Central Mexico and Baja. We've seen a few minis get started out of the Sinaloa region so far, but expect the majority of growers to get going in the next 3 weeks. Quality has continued to be good on most lots.



## WINTER PRODUCE MERCHANDISING HEATS UP

[PRODUCEBUSINESS.COM](http://PRODUCEBUSINESS.COM)

NOVEMBER 15, 2025



Winter is coming, and retailers have the opportunity to capitalize on the season and its sales opportunities by creating strong presentations, leveraging promotional programs, and embracing holidays and events. Produce suppliers who are focused on commodities that get their best play in winter have a range of approaches to presentation and the results. Winter is vegetable prime time, the weeks leading up to Thanksgiving and Christmas rank highest in sales for vegetables during the year. The holidays are critical for vegetable sales, and retailers who lean into them have a better chance of building sales.

Retailers should be ready to execute against post-holiday opportunities as well, as consumers move into resolution season. It's very important to emphasize the value, health benefits, and sense of care that the purchase and preparation of fresh vegetables brings shoppers responsible for nourishing their households. Successful merchandising has a foundation in physical availability. That means dedicating more space, using prominent locations, and above all, keeping display bins full. If product isn't stocked, sales are missed. This can be difficult with labor shortages, but we partner with retailers to provide merchandising support whenever possible to help ensure strong, uninterrupted displays throughout the entire year.

Winter merchandising has continuity, but hitting high points can keep produce department presentations fresh. Price promotions are particularly effective on key items to draw shoppers into the store. Now is the time for retailers to work with their growers and distributors to plan promotions to draw shoppers into the store with great values. Traditional tools, like eye-catching displays and circular ads, continue to be effective in generating awareness and encouraging immediate purchase decisions, however, retailers now have opportunities to leverage targeted promotions, including using retailer loyalty card data, as well as physical and digital couponing.

[READ MORE HERE](#)

## AN ELDER MILLENNIAL'S PERSPECTIVE ON GEN Z CONSUMERS

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

NOVEMBER 21, 2025

As a new generation comes into their adult buying power, society feels compelled to comment on who they are and their motivations, and that discourse can often veer into a message of “They are adulting wrong.” Millennials were viewed as entitled, lazy and asked for too much, whether it was for work-life balance or snacks that were clean label, flavorful, healthy AND cheap (pick two). Today we’re all trying to understand Generation Z, which has been labeled as fickle, contradictory and chronically online. Gen Z’s behaviors makes sense if you look at what they endured growing up: the COVID-19 pandemic, the proliferation of social media, the instant gratification of fast shipping and delivery, and more.

Of course, there were things in the data that raise concern: Gen Z’s obsession with influencers and their overspending to self-soothe being two big ones. But there were insights that make elder millennials proud of their Gen Z brothers and sisters. Gen Z has a strong focus on self-optimization in the form of health and wellness. Health experimentation is at this point a form of self-expression for Gen Z. This is where they learn to self-optimize, learn self-care and be better versions of themselves.

After years growing up on social media and then being isolated during the pandemic, Gen Z is also craving real-life community. And they’re more likely to build that community through outdoor activities like hiking or a running club than nightlife. In the workplace, they are less likely to pursue typical career advancement through a 9-to-5 job and interested in a career path that fits their goals. They are very goal-oriented, so laying out a career path for them with tasks and goals can help them see a way forward in your company.

Coming up in the world at a time characterized by isolation, misinformation online and instant gratification, it’s easy to understand why Gen Z is fickle and skeptical of conventional careers, media and CPG. Gen Z is building on the progress millennials made in the workplace, snacking and community.



[READ MORE HERE](#)

# UPCOMING EVENTS:

DEC 2 - 4

**THE NEW YORK PRODUCE SHOW AND  
CONFERENCE**

JAVITZ CONVENTION CENTER

NEW YORK, NEW YORK

COME VISIT US AT BOOTH 416!

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

FEB 26 - MAR 1

**SEPC SOUTHERN EXPOSURE**

ORLANDO WORLD CENTER

ORLANDO FLORIDA

COME VISIT US AT BOOTH 638!

<https://seproducecouncil.com/event/southern-exposure/>

## TOMATO SNAPSHOT

AT LIPMAN FAMILY FARMS, WE BELIEVE GREAT FOOD BRINGS PEOPLE TOGETHER. THIS THANKSGIVING, WE'RE GRATEFUL FOR THE PEOPLE WHO MAKE THAT POSSIBLE – OUR DEDICATED TEAM, OUR GROWER PARTNERS, AND THE CUSTOMERS WHO WELCOME OUR PRODUCE INTO THEIR KITCHENS.

FROM OUR FAMILY TO YOURS, HAPPY  
THANKSGIVING! ❤️

