

NOVEMBER 7, 2025

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ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your weekly
industry updates

**CROP &
MARKET
INDUSTRY INFO**





MARKET UPDATES

ROMA TOMATOES

Eastern roma volumes are light to moderate this week as growers in the Ruskin/Palmetto area, including Lipman, are now up and running on early harvests. The initial fruit has shown excellent quality and strong sizing, with most falling in the 2X and XL range. A cold snap is expected over the weekend, which may slow momentum slightly, but volumes are anticipated to increase over the next 7–10 days. Lipman's next growing area will be Labelle, where harvests are scheduled to begin in approximately 2–3 weeks. In the West, supplies are moderate, with fruit available out of Baja and Central Mexico. Baja has some new acreage coming online, though overall volumes remain lighter in areas still recovering from weather-related quality and yield issues. Central Mexico's production and quality have improved, and we expect Mexico's overall supply to hold at a steady pace until Culiacán and Sinaloa begin in mid-December.

GRAPE TOMATOES

Grape tomato volumes have eased slightly but remain moderate in the East this week. Lipman is harvesting in both the Palmetto/Ruskin and Labelle regions, with the majority of fruit now coming from Labelle. The Palmetto/Ruskin area will continue for another 2–3 weeks before fully transitioning to Labelle and then to Naples in December. Quality has been consistent across the industry, with fruit showing good color and firmness. In the West, supplies are low to moderate. Baja and Central Mexico are producing good-quality fruit with stable volumes expected for the next few weeks. Some early fruit is also beginning to arrive in Nogales from Sonora and growing regions south of Culiacán. As Culiacán begins full production in the coming weeks, we expect to see a return to more typical seasonal volumes and steady quality heading into winter.

ROUND TOMATOES

Florida's fall round tomato season is now underway in the Ruskin/Palmetto area. Volumes are becoming more consistent and should continue to build once this weekend's cold snap passes. Thanks to excellent growing conditions, early quality has been outstanding, with strong color and firmness, and sizing trending toward the larger end of the spectrum. There is still some fruit available from North Florida and South Georgia, but colder temperatures could bring those regions' remaining crops to an early close. Lipman will continue harvesting in Ruskin/Palmetto through December and is set to begin picking in Labelle within the next 7–10 days. In the West, round tomato supplies are light to moderate, with most fruit coming from Central Mexico and Baja. The current sizing sweet spot is in the 4x5 and 5x5 range, a trend expected to hold for the next couple of weeks before sizing begins to shift smaller. Volumes should remain relatively steady until Sinaloa begins production in mid- to late December. Overall quality out of the West continues to be solid and consistent.

ORGANIC GRAPE TOMATOES

A few growers have finished their current plantings, leading to slightly lighter availability on organic grape tomatoes this week. Baja remains the primary region for supply, and several growers are expected to continue harvesting into December, creating a smooth overlap with the start of Sinaloa's season. Quality has varied somewhat by grower and lot but is generally good, with fruit showing solid color and flavor.

ENGLISH CUCUMBERS

Mexico currently has moderate volumes of English cucumbers available. Quality has shown steady improvement as growers have worked through earlier inventory backups and resolved prior quality concerns. Production is expected to pick up slightly next week but should remain adequate and relatively stable overall. In Canada, a few growers with year-round programs continue to supply fruit, though volumes are much lighter than during the summer season.

MINI SWEET PEPPERS

Mini sweet pepper availability remains light this week, which is typical for this time of year. A limited number of growers are harvesting small volumes in Baja and Central Mexico. Despite the tighter supply, quality has been solid, with good color and firmness reported. However, as volumes remain low, some minor greening and quality variations may occur in the coming weeks. Relief is expected in December when Sinaloa's winter crops begin harvest, which should help boost supplies and restore balance to the market.

COLORED BELL PEPPERS

Supplies of red, yellow, and orange bell peppers remain at light to moderate levels this week. Canada continues to ship fruit and is expected to do so for another two weeks. Overall sizing has been trending smaller, though some retail-size fruit is still available. Production has largely transitioned to Mexico, with the Jalisco region currently leading the way. Volumes have been steady and quality has been good, with fruit showing solid color and firmness. Supplies are expected to remain at similar levels until Western Mainland Mexico begins production in the coming weeks, which should help strengthen availability.

CHILE PEPPERS

Georgia remains the primary source for chili peppers in the East, though Florida is now coming online with harvests in both the Plant City and Immokalee areas. While Florida currently does not have serranos, poblanos, or habaneros available, those varieties are expected to begin within the next couple of weeks. Quality out of Florida has been good so far. With cold weather forecasted for Georgia this weekend, overall Eastern availability could tighten slightly in the short term. In the West, chili pepper supplies are in transition but have remained mostly steady. Baja continues to produce, though it is winding down. Both Sonora and Sinaloa are just getting started, and volumes should increase over the next 7–10 days. Supplies of serranos, Anaheims, and tomatillos are currently light, but Nogales is expected to begin receiving tomatillos and poblanos within the next week, which should help improve both quality and availability. Overall quality has been good on most varieties, with the exception of tomatillos, which remain fair due to lingering weather effects in Central Mexico.

GREEN BEANS

Cooler temperatures in Georgia have slowed green bean production slightly, but overall supplies remain adequate this week. A few additional supplies are coming from North Carolina and Virginia, though cold weather expected in these areas could impact the remaining crops. In Florida, some growers are 7–10 days away from starting harvest, while others plan to begin right around or just after Thanksgiving. In the West, production is in good shape with both Baja and Sonora actively harvesting. Volumes are moderate, and quality has been fair to good, performing well for most markets. Larger volumes are expected after Thanksgiving, but current Western supplies should be sufficient to cover holiday demand.

EGGPLANT

Eggplant supplies are light in the East this week. Cooler weather has slowed Georgia's production, and additional cold temperatures in the weekend forecast could create further challenges for crops. Florida has light harvests underway in the Immokalee area, providing some supplemental volume. Quality across the East has been mixed, varying by grower, field, and location. In the West, eggplant is available from both the California desert and Nogales. Quality from the desert has been just fair, which has shifted some demand toward Nogales. Volumes there remain light as Sinaloa is still in the early stages of its season, but production is expected to pick up steadily over the next few weeks, improving overall supply and quality.

HARD SQUASH

As the Thanksgiving holiday approaches, New York and Maine are the primary sources of hard squash in the East. Growers in both states are offering consistent supplies of acorn, butternut, buttercup and spaghetti squash. Michigan and Kentucky still have some fruit available but will wind down soon. Overall, quality has been solid and consistent across the board, with only occasional, scarring concerns on spaghetti. In the West, supplies are available in Washington, California, and now Nogales. Volumes are still minimal on kabocha and spaghetti, but Mexico is now harvesting all 4 varieties and expects volume increases over the next few weeks. Quality has been good from all areas, although Mexico's early spaghetti has been a little hit or miss.

TOMATOES ON THE VINE (TOVs)

Tomato-on-the-vine demand is being fully met by growers in Mexico this week. With demand on the lighter side, availability is strong and consistent across the market. Quality has been very good, with fruit showing excellent color, firmness, and overall appearance. Supplies are expected to remain steady in the near term, providing reliable availability to meet current demand levels.



FOOD COMPANIES ARE UNDER PRESSURE TO INNOVATE FASTER THAN EVER BEFORE

[FOODDIVE.COM](https://www.fooddive.com)

OCTOBER 28, 2025

Social media and rising at-home consumption are placing new pressure on food companies to innovate faster than ever before. Traditionally, food innovation was the domain of restaurants where chefs would dazzle consumers with unexpected flavors or ingredients. But with close to 40% of Americans saying they're dining out less often, consumers are moving from menus to grocery aisles for inspiration. This is creating new opportunities — and challenges — for major food companies.

Grocery shelves are overflowing with innovative new products that draw from flavors across cuisines or focus on certain trendy ingredients, like pickles or hot honey. Consumers now have a plethora of options to choose from to bring the restaurant experience home. For companies, that means the pressure is rising to launch new products that can stand out among the competition. Companies have to keep up with social trends, dietary preferences and changing demographics, otherwise they could miss some of the business opportunities in today's fast-paced environment.

There's also a limited time to act. Social media has significantly shortened the lifespan of ingredient trends, with TikToks wearing consumers out on flavors such as Dubai chocolate after just six to eight months. The shortened timeline has forced many companies to confront whether they want to chase after every new trend, or instead focus their innovation efforts on fewer, bolder bets. It can be risky to focus all efforts on just one innovation strategy, particularly for smaller companies.

Launching a new product is like raising a child, and it requires sustained investment and attention. Overall, there is a push to growing the trajectory of innovation, versus putting all of your bets into that one spot just because the risk profile is high on innovation.



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WASTE LESS THIS THANKSGIVING: SIMPLE STEPS TO SAVE FRESH PRODUCE, REDUCE HOLIDAY FOOD WASTE

THEPACKER.COM

NOVEMBER 7, 2025

This Thanksgiving, Americans are projected to waste an estimated 320 million pounds of food, meaning \$550 million worth of perfectly good meals could be headed for the trash. Nearly one-quarter of that waste is fresh produce. A significant portion of the standard Thanksgiving menu is made up of fresh produce — green beans, carrots and celery that go into stuffing, cranberries for cranberry sauce, potatoes, sweet potatoes, all that good stuff. The waste may be in the form of raw ingredients that don't end up getting used or leftover prepared foods that don't get eaten. A little planning goes a long way toward saving money, reducing stress and keeping millions of pounds of fresh produce out of the trash.

Better planning, storage and preparations can make a huge difference. Figure out how much you need of each ingredient and only buy that much ... or look at ways to use the same ingredient in multiple dishes. Use half of the carrots in a bag for stuffing and serve the rest roasted with a nice maple glaze. Another straightforward thing is just getting to know your fridge and your storage spaces a little better ... extend that shelf life. Another way to plan ahead is to coordinate what everyone's bringing if you're doing a potluck-style gathering.

Just be prepared for leftovers; you can even let your guests know they can bring their own container if there's plenty of food to share. With tips like these, people can come together this season of gratitude to honor farmers, food and the planet without wasting a single delicious bite.



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UPCOMING EVENTS:

DEC 2 - 4

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NEW YORK, NEW YORK

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

FEB 26 - MAR 1

SEPC SOUTHERN EXPOSURE

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

TOMATO SNAPSHOT

HELLO, NOVEMBER! 🍃
FROM CRISP
MORNINGS TO HEARTY
HARVESTS, FALL
FLAVOR IS HERE.
HERE'S WHAT'S FRESH
THIS MONTH AT
LIPMAN.

