

DECEMBER 5, 2025

LIPMANFAMILYFARMS.COM

# 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 winter roma season is now fully underway, and industry volumes are steady. Lipman is currently harvesting in Labelle and is scheduled to begin harvesting on the Naples farm over the weekend. Overall quality has been very good, with crown picks showing the strongest fruit quality. Second-pick product is also performing well, though some shoulder issues are being identified and removed through sorting. Assuming no significant weather disruptions, a consistent supply is expected from Florida for at least the next several weeks. Mexican roma supply is in the midst of its seasonal transition. In Baja, multiple production areas are active, but most are entering their seasonal decline, and volumes are expected to diminish through December. Central Mexico is reporting moderate volumes this week with a mixed range of quality. The next major production region will be Culiacán. Initial shipments from Culiacán have begun, but most growers are not expected to start until mid-December. At that point, the majority of Western roma supply is projected to shift to this region.

## GRAPE TOMATOES

Grape tomato volumes are steady to heavy this week in Florida, with strong availability across the state. Lipman is currently harvesting in both Labelle and Naples, and favorable weather and growing conditions have supported very good quality. Supply from Florida is expected to remain relatively steady in the near to intermediate term. In the West, grape tomatoes are currently available from Baja, Central Mexico, and Culiacán. Both Baja and Central Mexico are forecasting moderate volumes through December, while production from the Culiacán area is anticipated to increase significantly in the latter part of the month. Quality from all western growing regions has been reported as good.

## ROUND TOMATOES

Round tomato supply is steady and solid this week, with good overall availability across producing regions. In Florida, limited production continues in the Palmetto/Ruskin area, primarily on second picks, while most growers are now shifting south. Lipman's current production is centered in Labelle, with harvesting at the Naples farm just beginning this weekend. Quality from Florida has been strong, with fruit sizing on the larger side out of Labelle. Sizing from Naples is expected to run slightly smaller, which is typical for this time of year, but still sufficiently large to meet demand. As with romas, Mexico's round tomato production is in a seasonal transition phase. Baja is currently offering steady volumes and good quality, but output is projected to decline in the latter half of December as the region moves toward the end of its cycle. Central Mexico is also starting to lighten in volume as growers prepare for the Culiacán season, with new crops there expected to begin in late December to early January. Current quality ranges from fair to good, and sizing has begun to trend slightly smaller. The bulk of Mexican volume at this time is in 5x5 and 5x6 size profiles.

## ORGANIC ROMA TOMATOES

Organic roma tomato supply continues to come primarily from the Sonora region of Mexico. Quality has been somewhat challenging, with reports of circular scarring present on some lots. Both volume and quality are expected to improve as Sinaloa production ramps up, with new fields anticipated to come online in approximately 10-14 days.



## MINI SWEET PEPPERS

Mini sweet pepper production continues to be 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 few weeks. Quality has been good on most lots, although we are watching the fruit from older crops carefully.

## COLOR BELL PEPPERS

Colored bell pepper supplies remain light to moderate out of Central Mexico as the industry waits for Western Mainland Mexico to fully ramp up. Production in Central Mexico has been fairly steady, though recent cooler weather has led to some greening issues on fruit. Central Mexico is forecasting a short-term increase in production over the next 2–3 weeks, followed by a gradual decline from January through the end of the season for most growers in March. At the same time, small volumes of colored bell peppers are beginning to cross from Western Mainland Mexico, but current quantities are not yet significant. As more Western Mexico growers come into production in late December and early January, overall availability is expected to improve, and fruit color should become more consistent and favorable.

## CUCUMBERS

Florida cucumber production is minimal this week, with only small pockets of local product available. This light production pattern is expected to continue until spring crops begin to come online around March. With the Honduras import program projected to run below normal volume this season, the majority of cucumber supply over the next few months will be sourced from Mexico. Both Sonora and Sinaloa currently have moderate volumes and good-quality fruit available. After the impact of recent cool weather subsides and we move into January, Mexico is expected to reach full seasonal volume.

## EGGPLANT

Florida has light volumes of eggplant available this week out of Plant City and South Florida. Supply has been relatively consistent, though a slight slowdown is possible as shorter days and cooler temperatures set in. Quality from both Florida regions is reported as good. In the West, California remains in production with fair-quality eggplant, but the majority of supply now originates from the Sinaloa region of Mexico. Volumes from Sinaloa are strong, more growers are coming online, and overall quality is reported as excellent.

## CHILE PEPPERS

Chili pepper supplies are mostly consistent in the East, with both Plant City and South Florida now fully in season. Good volumes are available on poblanos, cubanelles, Hungarian wax, and long hot peppers, while jalapeño and serrano volumes remain on the lighter side. Overall quality out of Florida has been strong, with only occasional isolated concerns. In the West, chili volumes are poised to increase as Western Mainland Mexico ramps up. Product is currently available from Baja, Central Mexico, Sonora, and Sinaloa. Tomatillo and poblano volumes are on the lighter side while additional new crops come into production, but supplies of other chili varieties are beginning to build. Quality has been good on most items, although some tomatillo quality issues are being reported where growers are finishing older plantings. Chili pepper availability is expected to steadily improve over the next few weeks, with overall quality strengthening as more volume shifts to new fields.

## GREEN BEANS

Green bean supplies are readily available in both the East and West this week. In Florida, production is coming from multiple areas, including the Lake region, South Florida, and Homestead. Yields have been strong and overall quality is very good, with growers expecting to maintain a similar pace as long as weather conditions remain favorable. In Western Mainland Mexico, most growers have now begun harvesting, contributing to a steady overall supply to the market. Quality from this region is generally good, although there have been a few instances of nesting related to moisture.

## ZUCCHINI AND YELLOW SQUASH

Florida yellow squash volumes are beginning to improve as new fields come online in Southwest Florida and Homestead. Zucchini supplies are readily available, with good quality reported from most Florida growers. Plant City remains in production on squash but is expected to wind down over the next few weeks as fields finish. In Mexico, new squash crops have started, supporting better volumes of both yellow squash and zucchini. Harvests are currently underway in both Sonora and Sinaloa as the two regions overlap in production. Zucchini supply is being monitored closely; with current depressed market conditions, there is potential for some growers to abandon fields, which could shorten overall availability in the weeks ahead.



## LIPMAN FAMILY FARMS PUTS FRESH-CUT FRONT AND CENTER AT NEW YORK PRODUCE SHOW

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

DECEMBER 2, 2025



Lipman Family Farms is spotlighting its expanding fresh-cut capabilities at New York Produce Show and Conference (Booth 416). Lipman is attending the three-day event to celebrate the depth of its fresh-cut lineup and connect with its northeast partners, according to a news release. From fajita and bruschetta mixes to salsa, bell peppers, onions and more, Lipman says its fresh-cut products are processed at the peak of flavor and innovatively packed to maximize food safety and shelf life.

Since its 2023 acquisition of Northeast Produce, Lipman says it has established itself as one of the region's largest vertically integrated operators. Its New Jersey value-added facility combines repack and fresh-cut capability, along with seamless distribution that covers the densely populated Northeast U.S. With its processing capacity and local-to-local distribution, Lipman says it brings fresh, fast and flexible solutions to retailers and foodservice customers in North America's most densely populated corridor.

"Our Northeast operations allow us to serve the country's largest buying region with top quality and excellent food safety, along with speed and consistency that are essential for staying competitive," says Elyse Lipman, CEO of Lipman Family Farms. "Lipman's fresh-cut operations give our customers big advantages, and the Big Apple is the right place to share them." Lipman says it offers the homegrown care and responsiveness of a local family farm with the large-scale capability of a national operation. Aside from daily delivery to major retail and foodservice hubs, Lipman offers retail and foodservice customers tailored products and pack sizes. The company says a close-knit family of people orchestrates it all with a focus on helping partners deliver the best eating experience available.

Lipman's vertically integrated model allows for a degree of control over its entire network of operations. With a seamless path from the farm to the shelf, Lipman says buyers can count on just-in-time deliveries at any time of the year and build a business based on reliability.

[READ MORE HERE](#)

## 3 FRESH PRODUCE CONSUMER TRENDS GOING INTO 2026

[PERISHABLENEWS.COM](https://perishablenews.com)

DECEMBER 4, 2025

As we gear up for 2026, the fresh produce aisle is no longer just about apples and lettuce. It's a dynamic marketplace shaped by health consciousness, economic pressure, evolving lifestyles, and shifting consumer values. For fresh produce marketers, this moment presents huge opportunity ... if you meet consumers where they are, you can build loyalty, relevance, and real growth.

Here are the three consumer trends we believe will shape produce marketing in 2026, and the strategic questions your brand should be asking now.

### 1. Health, Wellness & Functional Eating Are Table Stakes

Consumers are increasingly viewing fresh produce not just as food, but as functional fuel. Many consumers plan to increase their intake of fruits and vegetables in the near future. As diets shift toward gut health, satiety, and balanced nutrition, rather than just booming protein, fresh produce stands to be a cornerstone.

### 2. Value + Affordability... But Without Sacrificing Quality

Persistent inflation and price sensitivity continue to shape buying habits. Consumers are more selective, shifting priorities away from "premium for premium's sake" toward genuine value. At the same time, fresh produce remains a priority. Despite tighter budgets, shoppers are keeping produce on their list, often trading down in quantity, portion size, or opting for simpler produce items rather than ultra-premium or niche varieties.

### 3. Occasion Based Eating & Convenience Are Growing... But Flavor and Joy Still Matter

While health and value are major drivers, consumers are also looking for convenience, flexibility, and indulgence. There are some upcoming trends like "multi-sensory" eating, flavor exploration, and seeking joy from food as a counterbalance to everyday stress. Whether it's quick fresh meal kits, produce-based snacks, grab-and-go options, or produce paired with indulgent flavor profiles, shoppers want flexibility without compromising on satisfaction.

Because consumer behavior is juggling between cost pressures, health ambitions, and a desire for joy. That means produce brands that are agile, honest, and consumer-centric have a better shot than ever at capturing hearts and carts alike. Brands that meet people where they are, offering affordable convenience today, health and wellness tomorrow, and emotional satisfaction (taste, joy, experiences) in between, will win.



[READ MORE HERE](#)



# UPCOMING EVENTS:

JAN 12 - 13

**EAST COAST PRODUCE EXPO**

JW MARRIOTT TURNBERRY

AVENTURA FLORIDA

COME VISIT US AT BOOTH 605!

<https://events.farmjournal.com/east-coast-produce-expo-2026/8146234>

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

MEET THE CRIMSON  
TOMATO – BRED BY  
LIPMAN'S OWN R&D  
TEAM AND ALREADY  
WINNING HEARTS  
(AND TASTEBUDS). 🍅❤️

