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CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Overall, Florida's round tomato supply is lighter, as is typical for this time of year. Lipman's harvests in Naples remain mostly steady, with rain and cold temperatures causing some delays. Quality has been very good, with sizing trending heavier toward larger fruit—a pattern expected to continue over the next few weeks, as cold weather can increase size while slowing maturity. Some lighter production may occur in roughly six weeks due to bloom drop from the cold. Mexico currently has light to moderate volumes of round tomatoes, with the majority of fruit sizing larger. Sinaloa's production increases have been slowed by recent weather but should pick up once temperatures warm, while Baja is mostly finished for the season and Central Mexico continues with light supplies in winter mode. Quality on Mexican fruit has been good.

GRAPE TOMATOES

Florida's grape tomato production is in a lighter spot, as some growers reduce acreage or shift to Mexican production during this period of the Winter. Lipman's production is planned to remain steady, though recent cool weather may cause slightly lighter yields over the coming week, as grape tomatoes are more sensitive to cold than larger varieties. Quality remains strong. In the West, Mexico's supply has also been slowed by cool weather and early-week rain. Look for light production to continue in Baja and Central Mexico, while West Mexico should see volume increases as temperatures moderate.

ROMA TOMATOES

Although Florida's production is lighter at this time of year, Lipman's roma tomato harvests from the Naples farm are expected to continue at consistent levels once the effects of recent cold weather and rain subside. Sizing has trended heavier toward jumbo and XL, with good overall quality. Mexico has moderate supplies this week, despite cool weather slowing expected volume increases in Sinaloa. Baja continues harvesting romas but is tapering off, while Central Mexico has entered its lighter winter production period. Sinaloa's volumes are expected to increase in 2–3 weeks. Overall, quality on Mexican product has been good.

ORGANIC ROMA TOMATOES

Organic roma tomato availability is lighter this week as cooler weather has impacted the Sinaloa region. Quality is inconsistent, with a mix of nice fruit and some with lesser quality. The issues reported have included shoulder, spotting, and decay concerns. Production and quality are expected to improve as growers progress further into the crops and the effects of recent rain are resolved.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes are available in adequate supplies this week. Newer crops in Sinaloa are well underway, while Baja continues production at least until February. Quality remains excellent from Baja and good from Sinaloa, provided the fruit is fresh.

ENGLISH CUCUMBERS

Canada's winter production has come to a standstill, increasing reliance on Mexican crops. Fruit remains readily available from Mexico and is expected to continue, though markets may feel added pressure from demand that would normally be met by Canadian supplies. Quality has improved as older product has cleared the supply pipeline.

MINI CUCUMBERS

Weather and shorter daylight hours have reduced conventional mini cucumber production, tightening supply out of Mexico. Quality has been fair to good. New crops are expected to come online within the next two weeks, which should help improve both supply and quality.

CUCUMBERS

Honduras has begun its cucumber program, but supplies are limited due to fewer growers and reduced acreage in production this season. Florida remains in its dark period and is not expected to contribute meaningful volume until Spring crops begin in March, leaving Mexico as the primary supply source, with supply adequate to meet demand. Cooler weather has kept Mexican volumes lighter over the past week, though forecasts are trending warmer, which should help production rebound. Overall quality has been very good, with strong color and firm, well-conditioned fruit.

GREEN BEANS

Florida green bean volumes are limited this week as prior weather has reduced yields, and recent rain and cold temperatures are expected to impact production over the next 7-10 days, keeping supplies near current levels. Field quality has been good, though some post-pack russetting has been noted. Mexico is supplying green beans from both Sinaloa and Sonora, with the majority of volume coming from Sinaloa and volume in the light to moderate range. Quality ranges from fair to good. Supplies and quality should improve as weather improves..

EGGPLANT

As in recent weeks, Florida eggplant supply remains very limited, with light acreage further impacted by cold weather, tightening availability even more. However, Western production is adequate to cover both Eastern and Western demand. Sinaloa continues to supply steady volumes, and quality has remained quite good despite recent cool temperatures in the growing regions.

YELLOW AND ZUCCHINI SQUASH

Weather has significantly disrupted soft squash production in both Florida and Mexico, creating a short supply situation, particularly for zucchini. Cool conditions have limited pollination activity, as bees are less active in cold weather, resulting in reduced yields and very tight availability expected to persist in the near term. Additional bloom drop during recent near-freezing temperatures may further impact production in the weeks ahead. Availability is a greater concern than quality, though quality varies by growing area. Mexico has also faced weather-related challenges, affecting current fields and delaying the normal overlap of new blocks. Supply is light while quality is good on zucchini and fair to good on yellow squash. As temperatures warm, production in both the East and West should gradually improve, barring significant rainfall.

CHILE PEPPERS

Florida has entered its lightest production period of the year for chili peppers, with current supplies concentrated in South Florida and largely coming from older fields that are showing some quality challenges. Jalapeños remain the most available item, while cubanelles, poblanos, and serranos are very limited. Some light acreage of new fields is expected to come online in the next few weeks, but volumes will be minimal, keeping Eastern chili supplies at reduced levels until mid- to late March when Spring crops begin. Western supply is primarily out of Sinaloa, with additional product from Central Mexico and limited volume still in Baja. Moderate volumes of jalapeños, serranos, and Anaheims are available with good quality. Tomatillos remain snug, with quality issues tied to prior rainfall; peeled fruit is holding up better than husked. Supply and quality should gradually improve assuming no additional rain-related disruptions.

CALABACITA

Calabacita volumes are very limited this week, in line with other soft squashes, as cooler weather in the Mexican growing regions has constrained production. Current quality is good on available product, and growers expect volume to improve in approximately 10-14 days as temperatures moderate and fields rebound.

BEYOND RESOLUTIONS: THE ALL-YEAR PUSH FOR HEALTHIER MENU OPTIONS

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

January 9, 2026



Cheers to a new year and the predictable barrage of health-focused menu launches that flood the news cycle every January. There's plenty of reason for this — 31% of Americans planned a New Year's resolution for 2026, with "eating healthier" among their top three. Improving physical health and losing weight were Nos. 5 and 6, respectively. Restaurants can play a big role in bringing those goals to fruition, particularly as the industry throws everything at the wall in an attempt to turn traffic positive.

Now, a healthy menu item has different implications for different people, but most of the recent launches have been intensely focused on protein. We're used to health-focused menu launches in January, but the industry appears to be embracing the trend all year round. According to the International Food Information Council, 70% of Americans are prioritizing protein, with more than one-third increasing their intake over the past year.

Notably, the industry's trajectory toward healthier items extends well beyond protein. 75% of all operators have increased their interest in health-focused menu items compared to just three years ago, while 52% plan to expand such offerings in the next two years. Those operators are simply meeting consumers where they are; Americans have increased their total spend on health-focused food and beverage offerings by 59% in the past two years. There are plenty of reasons that health-focused menu launches have become an all-year thing versus a traditional New Year's resolution thing. Don't expect this to change anytime soon.

[READ MORE HERE](#)

GLP-1 USERS SPEND MORE AT RESTAURANTS DESPITE CUTTING BACK ON ALCOHOL AND RETAIL FOOD PURCHASES

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

January 11, 2026

As the number of consumers using weight loss drugs grows — with 23% of U.S. households reporting someone on GLP-1 medications, the foodservice industry is adapting to meet changing demands. With users reducing their daily calorie intake by 15-20%, operators are responding in kind with new menu items designed to appeal to shrinking stomachs. But do weight loss drug users actually dine out less? And when they do, what are they ordering — or avoiding? Recent data paints a complex picture of shifting dining habits as these medications become more common.

After one year on GLP-1 drugs, restaurant spending by users increases slightly, by 0.9% on average, following an initial dip during the first few months of medication use. Meanwhile, spending on consumer packaged goods (CPG) food and beverages decreases by 1.6%, with alcohol and beverage purchases seeing steep declines. Data shows that casual-dining restaurant spending by GLP-1 users rises by 4.1% on average after a year, while QSR purchases increase slightly, by 0.6%.

These spending patterns may contradict users' perceptions of their own habits. 35% of GLP-1 users said they visit restaurants less often, and 36% reported eating less overall. One-third of users order healthier foods, while the top five menu items they avoid include fried appetizers, desserts, bread, pasta, and pizza. As weight loss drugs become more widespread, more operators are likely to follow suit with menus tailored to these evolving dietary habits.



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