

JANUARY 23, 2026

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CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Florida round tomato volumes are adequate this week, even though a few growers experienced some frost damage. Cool weather did not harm Lipman's Naples crops but has slowed production and maturity. We are mostly in crown picks now, and fruit quality is very nice. The size profile has shifted slightly smaller than in recent weeks, but a good mix of sizes is available. With cool temperatures expected over the next 7 days, lighter production could continue. Earlier cold temperatures also caused some bloom drop, which will likely show up as reduced volumes in about six weeks. In the West, Mexico's round tomato supplies are slow to reach normal winter peaks due to cool and rainy weather. This weekend's rains may further delay the ramp-up, so it could be another 2-3 weeks before we see typical winter production levels. Sizing is skewing larger, with volume concentrated on bigger fruit and limited availability on anything smaller than 5x5s.

ORGANIC ROMA TOMATOES

Organic roma tomato volumes are currently light out of Mexico, as recent rain and cool weather have negatively impacted both production and quality. Fruit is tending to come in either very light in color or with high color and associated condition issues, limiting usable volume. We could start to see some improvement in 2-3 weeks if weather cooperates, but supplies are likely to remain below normal beyond that window. Buyers should plan for continued tightness and be flexible on specs where possible.

ROMA TOMATOES

Roma tomato volumes are adequate out of Florida this week, even though a few growers experienced some frost damage. Cool weather did not harm Lipman's Naples crops but has slowed production and maturity. We are mostly in crown picks now, and fruit quality is very nice. With cool temperatures expected over the next 7 days, lighter production could continue. Earlier cold temperatures also caused some bloom drop, which will likely show up as reduced volumes in about six weeks. In Mexico, normally strong winter roma volumes have been slow to materialize due to weather. Supply is light this week and may remain so for the next 7-10 days as weekend rain further impacts production. With Baja finished, Eastern/Central Mexico is the only other area contributing romas, but this region is in a light winter production mode. Look for improvements in supplies as weather warms and plants have time to respond, supporting better fruit set and maturity.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes are available in adequate supplies this week. Newer crops in Sinaloa are well underway, while Baja will continue production for a few more weeks. Quality remains excellent from Baja and good from Sinaloa, provided the fruit is fresh. This weekend's rain could impact harvests for a few days, which would impact availability at the beginning of the week.

GRAPE TOMATOES

Florida's grape tomato volumes are somewhat lighter this week but remain mostly adequate to meet demand. Lipman's Naples farm is seeing slightly smaller sizing, which is actually preferred for most programs. Overall production has been fairly steady despite some rain interruptions and cool temperatures, but we do anticipate lighter volumes over the weekend and for the next 10 days or so, as forecasted cooler weather next week will slow harvests. Quality has remained solid in spite of the weather. In the West, grape tomato supplies are moderate. West Mexico's production has been a bit lighter due to cool weather, and rain in the forecast for the weekend could cause a temporary setback in volume. There is additional, light support coming from Baja and Eastern/Central Mexico. New acreage in Baja is expected to break next week, which should provide a slight boost to overall availability.

ENGLISH CUCUMBERS

Hothouse English cucumber supplies out of Mexico have tightened significantly in a quick turn of events. Weather and lower light levels have negatively impacted production, reducing available volume. Supplies are expected to remain short for the next 10–14 days, after which we anticipate improvement as growing conditions stabilize and plants rebound.

CUCUMBERS

Eastern cucumber volumes are very limited this week, with only light import volume out of Honduras and just a handful in Florida. This season's import program is running at roughly 25% of the volumes seen in prior years, leaving overall Eastern supply notably tight until Florida's spring crops begin in mid-March. In Mexico, overall cucumber production is lighter than in recent weeks as cooler weather has slowed yields across key growing regions. Even so, supply is still adequate to cover current demand, and quality remains strong, with the nice, dark-green color and firm texture that are characteristic of Mexican cucumbers.

MINI CUCUMBERS

Weather has created both production and quality challenges for organic mini cucumbers in Western Mainland Mexico. Some growers have walked away from affected blocks due to poor quality, further tightening available supply. We should start to see quality and volume improve as new blocks come into production over the next 7–10 days. Baja is also contributing light volumes of organic mini cucumbers with good quality; however, the region's output is not sufficient on its own to meet current demand, so overall supplies will remain snug.

GREEN BEANS

Florida green bean supplies have tightened significantly. Recent cold weather caused crop loss in the LaBelle and Lake regions, and current volumes are limited to light production out of Homestead and Immokalee with average quality. Given these setbacks, there is potential for a gap in early February, which would keep availability constrained over the next few weeks. Mexico's green bean supply is also light, pressured by weather, some field disease issues, and strong demand from Eastern markets. As a result, overall availability is expected to remain tight in the near term, with more normal supply levels not likely for another 2–3 weeks.

YELLOW AND ZUCCHINI SQUASH

In Florida, production is seasonally light and even further reduced this year due to recent rain and cold weather. With additional rain and cool temperatures in the forecast, these constrained supply conditions are likely to persist for several weeks. Quality has been average overall, though we are seeing some wind-related scarring in certain lots, particularly on yellow squash. In the West, volume has picked up slightly but zucchini supply is still on the light side. Rain expected over the weekend will likely slow the recovery we had anticipated, pushing any meaningful improvement in volume back at least 7–10 days. On the positive side, Mexican quality has been good on both yellow squash and zucchini, with clean appearance and solid condition helping support overall market needs despite the lighter volumes.

CHILE PEPPERS

Florida is in its lightest chili pepper production period of the year, with availability limited across all items and particularly tight on Cubanelles and habaneros. Eastern volumes are expected to remain very limited until spring crops begin in mid-March, which is shifting more demand to Mexico. In Mexico, overall supplies are good on most chili items, but tomatillos remain somewhat short and continue to present quality challenges, especially on fruit packed with husks. This weekend's rain is likely to add further pressure, as tomatillos are especially sensitive to moisture, though we do expect quality to improve once fields dry out and the extent of rain impact is known.

GOOD FROM THE GROUND UP IN THE NEW YEAR: LIPMAN FAMILY FARMS KICKS OFF 2026 WITH ITS WINTER ROUND TOMATOES

[ANDNOWUKNOW.COM](https://andnowuknow.com)

January 21, 2026



A new year is a time for fresh starts. Successful resolutions begin by getting the basics right. To support consumers who want fresh, simple foods to begin healthier routines, Lipman Family Farms offers reliable staples that are good from the ground up, like in-season round tomatoes. Every January, shoppers step back from rich holiday foods and embrace healthy New Year's resolutions. As retailers move through their first quarter, Lipman sees round tomatoes continuing to play a central role in winter assortments to support displays, value-driven promotions and consumers returning to everyday meals created with fresh produce.

The new year is a great time to lean into dependable items that perform week after week and make healthier eating easy for shoppers. With per-capita annual consumption of more than 19 pounds, tomatoes are routinely one of the first fresh produce items that customers seek out.

"Starting the year fresh begins with familiar favorites that take the pressure off starting a healthier routine," said Elyse Lipman, CEO of Lipman Family Farms, in the recent release. "Round tomatoes are a popular weekly essential for meals, snacks, sauces, salads and more. Our focus is on delivering consistency as the season unfolds."

Lipman's round tomato season is going strong in Florida, with production currently shifting from Labelle to its Naples-area farms. These crops will carry the program through the rest of the winter season. Quality has been strong, and crops are expected to respond positively to warmer January temperature forecasts.

Lipman coordinates production across growing regions for an uninterrupted supply, so retailers and foodservice operators can plan promotions with a reliable round tomato program. Lipman's focus on quality and consistency ensures vibrant, appetizing fruit with bright, juicy flavor. It's a tasty way for consumers to reach New Year's goals while enjoying every bite.

Retailers and foodservice operators who want to plan the year with a dependable round tomato program should contact their Lipman Family Farms sales representative.

[READ MORE HERE](#)

WHAT THE 2025–30 DIETARY GUIDELINES MEAN FOR CONSUMERS

[THEPRODUCENEWS.COM](https://theproducenews.com)

January 16, 2026

We know the age-old sentiment: fruits and vegetables are key to good health. Yet despite this understanding, most consumers still fall short of the recommended intake. The release of the 2025–30 Dietary Guidelines for Americans encourages fruits and vegetables to be eaten throughout the day, shifting focus from one-off goals to everyday habits. This underscores why the message Every Time You Eat, Have A Plant remains both relevant and grounded in science.

From a registered dietitian’s perspective, these guidelines highlight an important opportunity to shape how consumers eat fruits and vegetables. This includes driving behavior change, building culinary confidence and reinforcing sustainable, everyday eating patterns. The work ahead remains focused on making produce the easiest, most appealing choice at every eating occasion. The spirit of the new guidelines aligns strongly with The Foundation for Fresh Produce’s mission to help change the trajectory of human health. They reinforce the role of fruits and vegetables in delivering fiber and other nutrients many Americans continue to lack, while also strengthening the connection between produce, gut health and overall diet quality. Fruits and vegetables are positioned as core drivers of digestive health, chronic disease risk reduction and long-term well-being — areas of growing interest among consumers.

For a 2,000-calorie dietary pattern, the guidelines recommend three servings of vegetables and two servings of fruit per day. A serving may include: one cup raw or cooked vegetable, two cups of leafy greens, one cup raw fruit or a half cup dried fruit. The guidelines direct individuals to consume a wide variety of colorful vegetables and fruits, encouraging whole form consumption and canned, dried and frozen forms without added sugars. Americans are advised to consume limited portions of 100 percent fruit and vegetable juice and consider diluting with water. This acknowledgement supports innovation across packaging, preservation, affordability and food waste reduction without compromising nutrition.

That said, the guidelines are not without limitations. Dietary fiber — despite being a nutrient of public health concern — receives less explicit emphasis than in previous editions. Additionally, broad and non-quantifiable language around “real food,” while directionally positive, may limit its ability to drive meaningful change in institutional settings such as school meals or federal procurement. To fully capitalize on this moment, there is an important role to play in advocating for clear, measurable standards that allow these principles to be implemented at scale. The focus must now shift to operationalizing this guidance — within federally funded nutrition programs, through consistent recommendations from health and medical professionals and by delivering culturally relevant, practical resources that help consumers Have A Plant every time they eat.



[READ MORE HERE](#)

UPCOMING EVENTS:



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5K RUN FOR
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ON MARCH
21ST!

FEB 26 - MAR 1

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ORLANDO WORLD CENTER

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COME VISIT US AT BOOTH 638!

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

MAY 27 - MAY 29

WEST COAST PRODUCE EXPO

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PALM DESERT, CA

COME VISIT US AT BOOTH 405!

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



TOMATO SNAPSHOT

JANUARY IS PEAK
ROUND TOMATO
SEASON IN FLORIDA. 🍅
THESE BRIGHT, RED
BEAUTIES PROVE THAT
WINTER CAN STILL
TASTE FRESH, JUICY,
AND DELICIOUS.

