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CROP & MARKET INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato production in Florida has been somewhat lighter over the past week as recurring cool spells have slowed maturity and spread out harvests. Supplies are still expected to remain adequate, but growers anticipate slightly reduced volumes over the next few weeks, which is typical for this time of year. Lipman has been seeing larger sizing than other growers, driven by crown picks this week, while some other growers are working 2nd and 3rd picks that naturally skew smaller. As growers transition in and out of different fields, size profiles may shift, but overall quality is projected to remain strong across the Florida deal. Mexico's round tomato production is currently moderate as the season transitions between regions. Baja is nearly finished for the season, while Central/Eastern Mexico has moved into its lighter acreage phase, making room for West Mexico crops, which are now well underway. Size is skewing heavily toward larger fruit (4x5s and 5x5s), with 5x6s and smaller running a bit snug. Assuming no significant shifts in weather or temperatures, West Mexico's production is expected to continue gaining strength over the next few weeks, providing consistent supply.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes remain readily available, with solid volume and continuity of supply. Both Baja and Sinaloa are producing good-quality fruit, showing strong color, sweetness, and overall condition. Baja is expected to remain in production for a couple more weeks before winding down, but with Sinaloa already harvesting at good levels, no significant change in availability is anticipated.

ROMA TOMATOES

Florida roma volumes are steady but seasonally lighter, as most growers plant reduced acreage for this time of year. Lipman is currently harvesting in both LaBelle and Naples, with LaBelle expected to wrap up over the next few weeks. Crown picks have been running heavy to jumbo and XL fruit, while smaller size profiles are coming from 2nd and 3rd picks. Quality has been strong overall, and particularly good out of the Naples fields. In the West, Mexico is providing moderate to good supply as additional Sinaloa crops come online. Baja is nearly finished for the season, and East/Central Mexico is in its lighter winter phase, shifting more reliance to Sinaloa for volume. Quality so far has been fair to good, with some lots showing issues such as rain check, uneven color, and puffiness. Assuming no adverse weather, supplies out of West Mexico should continue to build over the next few weeks and quality should improve.

ORGANIC ROMA TOMATOES

Organic roma tomato availability is beginning to improve as new crops come into production in Sinaloa. Quality has been acceptable overall, though receivers are seeing some mixed sizing within cartons as growers work through early picks and initial harvest variability. As fields mature and packouts become more consistent, shippers expect steadier volumes and gradual quality improvements over the next few weeks, with more uniform size and better overall condition.

GRAPE TOMATOES

Eastern grape tomato supplies are running a bit lighter this week, as recent spells of cooler weather have slowed production. Availability remains adequate overall, but volume is down compared with prior weeks. Lipman is actively harvesting in Naples and is expected to continue on this farm for several more weeks, providing some consistency during this lighter period. Quality has been good from Lipman and other Eastern growers, with fruit showing solid color and firmness. Looking ahead to next week, supplies are expected to remain at these lighter levels, as temperatures are forecast to stay on the cool side and will likely continue to temper yields. In Mexico, grape tomato supplies are moderate, with the majority of volume coming out of the Culiacán area. Baja and Central Mexico are also contributing lighter volumes to the market. Quality has been strongest from Baja and Sinaloa, where fruit is presenting good color, sweetness, and overall condition.

MINI CUCUMBERS

Mini cucumber supplies remain snug this week, as cooler weather, shorter daylight hours, and some growers exiting due to sustained low market prices have all contributed to reduced availability. Volume is expected to improve in about two weeks as new crops come online, which should help bring supply back to levels that more closely match demand.

CUCUMBERS

With Florida out of the cucumber deal until spring crops begin in early March, and only very light volume currently coming from Honduras, supplies are centered in Mexico. Most product is coming out of the Sinaloa region, with additional light volume from Central Mexico. Quality has been consistently good, with strong color and firm fruit. Warmer temperatures are expected to boost production, and more volume should come online in the next 7-10 days.

EGGPLANT

Eggplant supplies remain light and limited in Florida, as cooler weather has further slowed a crop that performs best under warm conditions. With Eastern volume constrained, most buyers are leaning on Western production to cover needs. Western supplies are currently moderate, and quality has been consistently good on fresh product, with strong color and firmness as long as fruit is moved promptly and not held too long in the pipeline.

CHILE PEPPERS

Chili pepper supplies are tightening in Florida as we move deeper into winter. Plant City has a few remaining jalapeños but is essentially finished, leaving South Florida as the primary production area. Farms around Immokalee are working older fields with lighter yields and some quality concerns, which is further limiting available volume. Jalapeño production has been relatively steady, but other chili varieties have been more hit-or-miss on availability. In the West, most chili pepper production is centered in Sinaloa, with lighter volumes coming from Central Mexico and Baja. As in the East, jalapeño supplies are holding steady, while poblano, serrano, and tomatillo volumes are light but have shown recent improvement. Overall quality has been good on most items, though tomatillos are only fair, with more variability in condition.

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 fair to good on available product, and growers expect volume to improve in approximately 10-14 days as temperatures moderate and fields rebound.

HARD SQUASH

Florida has only very light volumes of acorn, butternut, and spaghetti squash, with nothing of major significance at this time. Honduras is expected to begin shipping in the first week of February, primarily with butternut. Currently, the bulk of hard squash supplies is coming from Mexico. Volumes are strong on butternut and spaghetti, and somewhat lighter on acorn and kabocha. Overall quality has been good, though there have been some reports of color issues on acorn as certain growers transition between fields and rely more heavily on storage fruit. New fields are on tap to start in the next 7-10 days, which should sharpen up the acorn quality.

MINI SWEET PEPPERS

Current availability of mini sweet peppers is steady and consistent, with moderate volumes on the market, primarily sourced from Sinaloa. Quality has been mostly good, with no major defects or condition issues reported at this time. With recent cooler weather in the growing region, growers will be monitoring fields closely for any potential color development concerns that could emerge over the next week or two, but no significant impacts have been observed yet.

YOUNGER SHOPPERS DRIVE INNOVATION IN HISPANIC FOODS

[THEPACKER.COM](https://www.thepacker.com/article/young-shoppers-drive-innovation-hispanic-foods)

January 8, 2026



For the first time, Hispanic flavors are outpacing Italian in the U.S., a trend driven by Gen Z and millennials. The millennials and Gen Z are looking for that authentic flavor and they're unwilling to compromise on lesser ingredients in their products. Clean ingredients are a source of pride. Consumers have changed their behaviors and purchasing intent, and they're looking for things on the go. That's one of the reasons why in produce or deli, you're seeing a lot of trays coming into the market. What we call 'meal solutions,' whether it's a veggie tray or a party tray — that's what consumers are looking for.

Consumers are very price conscious, and they may not have the loyalty we have in other categories, but they are still looking for the best quality and the best deal at the store. But, younger generations are not as brand loyal as the older ones. The days of stealing share, but the category isn't growing, no longer exist. Retailers are unwilling to take a bet on new brands if they could just source it from another brand versus bringing in new users and growing the overall category.

There is a new concern at price elasticity — where's the cliff to where you're losing shoppers because you're just far too high? And that's not just in produce; that's down every aisle. There are certain price points that tend to scare consumers. Consumer price sensitivity is even higher when it comes to new products. While innovation as critical to success, so too is a compelling value proposition.

[READ MORE HERE](https://www.thepacker.com/article/young-shoppers-drive-innovation-hispanic-foods)

INDUSTRY VIEWPOINT: RESETTING RETAILER RELATIONSHIPS WITH TRENDS

[THE PRODUCENEWS.COM](http://THEPRODUCENEWS.COM)

January 9, 2026

As the produce industry settles into the new year, retailers are facing a familiar reality: a crowded inbox full of trend reports, forecasts and predictions released over the past several weeks. From flavor exploration and global influences to evolving wellness priorities and shifts in consumer behavior, the volume of insight is significant. The challenge now is not access to information, but knowing what to do with it.

Trend fatigue: it's a thing. From explorations of flavors and textures to reports on consumer psychology, wellness and dietary behaviors, we have a lot of information, but less clarity on what to do with it. Add in the high-level conversations executive teams are having about "disruption" or what we should be anticipating in the next five to 10 years. Soon every trend and prediction is a priority. So, what should you do about it?

The trend reports, forecasts and predictions can be inspiring but also exhausting. Each has potential, but you can't activate them all. Clear thinking beats fast adoption. Trends are not about chasing cool; they're opportunities to express your brand clearly through cultural moments. If you're chasing a trend, it means you're already behind it.

So, ask yourself: how can this information serve your business? Your point of view matters. Everyone sees the same reports; it's easy to forget these aren't instructions. They're data deserving of a closer look through your perspective. What will set you apart is how you think about the trends and apply them to your business. Your interpretation transforms impermanent data into long-term value.

Adopt fewer trends with more purpose. By using a strategic filter, the noise fades and the right ideas rise to the top. Choose trends that strengthen the consumer experience and grow your business. With the right filter, you can embrace what matters and let everything else go. Slow the pace, trust your judgement, and give yourself permission to be strategic about a new year of forecasts and predictions.



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TOMATO SNAPSHOT

RIGHT NOW, OUR IN-SEASON ROUND TOMATOES ARE BRIGHTENING KITCHENS AND PLATES AROUND THE COUNTRY. 

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