FEBRUARY 13, 2026 LIPMANFAMILYFARMS.COM

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CROP & MARKET

INDUSTRY INFO

LIPMAN family farms®

MARKET UPDATES

ROMA TOMATOES

Roma tomato supplies are light on both sides of the border as weather impacts continue to work through the pipeline. In Florida, limited volumes are available from fields that survived the frost/freeze event. Lipman is still harvesting out of Naples at reduced levels, with operations expected to continue there into early March. First and second picks have shown good quality once any cold-damaged fruit is carefully culled, but overall yields are down and are expected to remain reduced through the remainder of the Naples deal and into the Estero crop, which is projected to start in about four weeks. By mid-March, supplies are likely to tighten further and remain constrained through April, as plantings in the Palmetto/Ruskin area sustained heavy damage and required replanting. In Mexico, the season has yet to reach its typical peak, and overall production may not achieve the volumes seen in prior years. Quality has been challenged by earlier rain and cold temperatures, resulting in more defects and variability lot to lot. Light to moderate supplies are expected to continue over the next few weeks, with potential improvement by mid-March as new plantings begin to come into production.

ORGANIC GRAPE TOMATOES

Organic grape tomato supplies are currently adequate out of Mexico, with good quality being reported from both Baja and Sinaloa. One grower in northern Baja is still in production, complemented by additional growers in the southern part of the state. Volume will dip slightly once the northern Baja grower finishes their season in about two weeks, but overall supply is expected to remain sufficient to cover demand.

ROUND TOMATOES

Round tomato supplies are running lighter than normal in Florida, as anticipated following the recent cold weather. There is still some fruit available, including from Lipman's Naples crops, but overall volume is on the light side. Quality on the harvested fruit has been generally good; however, a higher-than-normal percentage is being culled due to cold damage. Lipman expects to continue harvesting in Naples for another 3–4 weeks before transitioning into the Estero crops, which also experienced cold injury and are likely to show reduced yields. Statewide, round tomato availability is expected to be somewhat better than romas, but still significantly below typical levels, as some newer plantings are already showing bloom drop that will limit future production. As with romas, a full recovery in Florida is not anticipated until the replanted Palmetto/Ruskin crops begin harvesting in May. In the West, supply is concentrated in the Sinaloa region, where volumes are light to moderate and quality is running fair to good. Despite this season's unpredictable weather, some growers are forecasting a modest push in volume in about two weeks.

EGGPLANT

Eggplant supplies remain constrained but are still moving from both Florida and Mexico. In south Florida, a few fields are currently in production despite the recent adverse weather. Volume is understandably limited, and quality is only fair at this time, with growers estimating it will be roughly six weeks before harvests return to more typical spring levels. In Mexico, supplies are at moderate levels with mostly good quality; however, some lots are beginning to show discoloration, likely tied to earlier rain events. We will continue to monitor both regions closely as conditions evolve heading into the spring transition.

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ORGANIC ROMA TOMATOES

Organic roma tomato availability is light this week, constrained both by light production and by ongoing quality challenges. The prior rains and cool temperatures have contributed to issues such as decay, shrivel, spotting and surface scarring, all of which are significantly impacting packouts and further tightening supply. Growers/shippers are having to be more selective at the field and packing levels to maintain standards, which is limiting marketable volume. These weather-related quality concerns are expected to persist for a few more weeks before conditions improve and more consistent quality and availability return. Plan for continued light supplies and consider flexibility in specs for the near term. Sonora could bring relief to the current situation when they start in late March/early April.

GRAPE TOMATOES

Grape tomato supplies remain steady but lighter than normal in Florida. While fruit continues to be available, volumes are expected to run on the light side for the next 4–6 weeks due to cold damage and bloom drop. The typical harvest cadence has also been disrupted, as cooler temperatures have slowed down color development and effectively spread out picks. We anticipate lighter volumes from Florida until the Ruskin/Palmetto districts come online in May. In Mexico, grape tomatoes are available out of Culiacan, where we expect to see some improvement in volume as weather conditions stabilize and the region moves past recent rains. There are also light shipments coming from southern Baja. Overall quality out of Mexico has been fair to good, with generally sound fruit but some variability lot to lot.

BELL PEPPERS

Bell pepper supplies are tightening as recent weather events begin to show their full impact. In Florida, the frost/freeze event is now clearly affecting both volume and quality. While some product is still being harvested, all of the fruit went through the cold weather, and growers are seeing a significant increase in gradeouts due to weather-related damage. As a result, there is noticeably less product available for retail programs, and we expect supplies from the Eastern region to remain significantly lighter until the Plant City season ramps up in late April. In the West, the Sinaloa region is currently providing moderate volume with fair to good quality, though results vary by growing area and individual farm. Persistent rainfall over the past few weeks is contributing to issues such as stem decay, bruising, and other quality defects in certain lots. Looking ahead, we anticipate a gradual tightening of Western supplies as well, until additional growing areas come online in March and April.

MINI CUCUMBERS

Mini cucumber supplies continue to be extremely short with very limited to no availability. New crops in West Mexico have been delayed by earlier weather challenges but are expected to come online in the next 2–3 weeks, which should begin to ease the situation. Canadian production is also slated to start in mid-March and will help bring better balance and stability to overall supply across most regions. In the meantime, current quality is only fair at best, with heavy culls and packouts running at 50% or less in many lots. Plan for continued tight supplies and variable quality in the near term but we can look forward to improved volume and quality as the new crops begin harvesting over the next few weeks.

CHILE PEPPERS

Chili pepper supplies are extremely limited from Florida following the recent cold weather. Current volume is minimal across all varieties, with only a few jalapeños and poblanos being harvested and virtually no Cubanelle or serrano availability at this time. Light volumes are expected to begin returning from south Florida in approximately 4–6 weeks, with more meaningful improvement anticipated once the Plant City region comes into production in mid-April. In the West, overall chili supplies are running low to moderate, with most fruit coming out of Sinaloa. Mexico's supply is generally adequate on all key chili items except tomatillos. Tomatillos remain especially challenging, as both yield and quality have been severely affected by repeated weather and cold events, resulting in reduced availability and a higher incidence of defects. We do not anticipate significant improvement in Mexican tomatillo supplies in the short term, since the next stages of fruit were also impacted by these conditions. However, Sonora's season is expected to begin in mid- to late March, which should provide a welcome boost to overall supply.

ENGLISH CUCUMBERS

English cucumber supplies remain snug this week, reflecting the combined impact of prior weather and market conditions. When markets were extremely depressed, several growers elected to pull out crops early to limit financial losses, effectively reducing available acreage ahead of schedule. Remaining growers have also seen production slowed by recent cool, overcast weather, further constraining volume. As weather improves, a modest uptick in supply is possible over the next two weeks, but meaningful relief is not expected until Canadian production ramps up in roughly 4–6 weeks. At that point, supplies should begin to return to more typical levels, offering improved consistency and availability for most regions.

INCOME DIVIDE RESHAPES PRODUCE BASKETS AS SHOPPERS DOUBLE DOWN ON VALUE

THEPACKER.COM

February 13, 2026

After five years of inflation and ongoing economic uncertainty, produce remains a staple across income levels. What is changing is how households define value, where they shop and which items make it into the cart. Recent data outlined a retail environment where 2025 food and beverage sales topped $1.7 trillion, yet shoppers grew increasingly strategic in the fourth quarter. Unit volume dipped late in the year, price increases moderated and consumers showed signs of fatigue. For produce, the data reveals both resilience and opportunity.

Produce posted 2% in pound growth in 2025 while average price per pound rose only about 1%. Over a five-year span, produce has seen little true same-item inflation compared to center-store categories. Fruits and vegetables are purchased frequently by most households, and that visibility amplifies price sensitivity. Price decomposition analysis shows that fresh price increases were largely driven by product mix rather than true item-to-item price hikes. Shoppers are opting for different items or quantities, which shifts the average price paid. In other words, the produce department is not broadly inflating. Shoppers are making different choices.

Economic anxiety is not confined to one segment. That shared concern shapes produce behavior across the spectrum, the data shows. While affluent households dedicate a higher share of their basket to fresh at 31%, struggling households are increasing their fresh spending at a faster rate. Struggling families contributed 19% of fresh dollar growth and 28% of unit growth in 2025, outpacing affluent households in growth contribution. With fewer meals eaten away from home, more occasions move back into the kitchen. In produce, that translates into intentional choices designed to stretch budgets. Struggling households are leaning into items that deliver satiety and flexibility.

The data shows produce's limited inflation, broad appeal and versatility position it well in a K-shaped economy. Entry-level price points, visible value messaging and occasion-based merchandising can help retain price-sensitive shoppers. At the same time, premium and discovery-driven items can serve affluent households seeking variety and experience. The income divide is real, but the data suggests that produce can bridge it. Shoppers across income levels are still choosing fresh. The challenge is meeting their motivations with precision.

READ MORE HERE

CONSUMERS DOUBLE DOWN ON PRODUCE'S WELLNESS VIRTUES

SUPERMARKETNEWS.COM February 4, 2026

Produce shoppers are sharpening their focus on the health aspects of fresh fruits and vegetables. While most consumers have historically connected produce with wellness, that attraction is becoming even more pronounced. The attention is part of a move away from such interests as availability, value and pandemic-era cooking habits.

More than 70% of shoppers associate fresh produce with health benefits, reinforcing its role in balanced diets and driving interest in nutrient-rich options such as high fiber and lower sugar foods according to a recent report. Such an interest can influence merchandising as 46% percent of consumers indicate that it would be good to have more information on the health benefits of specific kinds of produce.

While wellness is becoming a more essential element in shopper purchasing decisions, retailers still must consider other sales triggers when implementing merchandising programs. That includes the greater consumer focus on sustainable and locally sourced options and sensitivity to price.

Consumers expect convenience, strong visual appeal and consistent quality across visits. These competing demands place additional strain on labor, supply chains and in-store execution. Thoughtful assortment planning allows retailers to balance premium, local and value options without overcomplicating the department.

Clear standards for maintaining displays, rotating products and controlling quality are essential as well for delivering a consistent produce shopping experience. Retailers that also build strong supplier partnerships and communicate clearly with shoppers will be better positioned to protect margins and grow produce sales in a competitive environment.

READ MORE HERE

UPCOMING EVENTS:

CLICK HERE TO SIGN UP FOR LIPMAN'S 5K RUN FOR BACKPACKS ON MARCH 21ST!

FEB 26 - MAR 1
SEPC SOUTHERN EXPOSURE
ORLANDO WORLD CENTER
ORLANDO FLORIDA
COME VISIT US AT BOOTH 638!
https://seproducecouncil.com/event/southern-exposure/

MAY 27 - MAY 29
WEST COAST PRODUCE EXPO
JW MARRIOTT DESERT SPRINGS RESORT
PALM DESERT, CA
COME VISIT US AT BOOTH 405!
https://events.farmjournal.com/west-coast-produce-expo-2026

TOMATO SNAPSHOT

EVERY TRIP TO THE STORE IS A TIME TO THINK ABOUT WHAT LANDS IN THE CART. PRODUCE IS ALWAYS A GOOD IDEA. MEALS MADE FROM HEART-HEALTHY, LIPMAN-GROWN TOMATOES AND VEGETABLES KEEP IT SIMPLE, COLORFUL, AND NUTRITIOUS ALL WEEK. ❤️🍅

QUESTIONS OR SUGGESTIONS FOR THE NEWSLETTER? EMAIL: MIRANDA.ELAM@LIPMANFAMILYFARMS.COM