

MARCH 20, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

*Reliable &
Consistent*

Bringing you your weekly
industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato supplies are entering a tighter phase as both Florida and Mexico experience production challenges. In Florida, Lipman is currently transitioning into Estero, where recent freeze events have resulted in reduced yields, smaller fruit size, and higher grade-outs. As a result, overall available volume is lighter than typical for this time of year, particularly on larger sizes.

In the West, Mexico is nearing the end of the Sinaloa season, where crops have been impacted by disease pressure and prior adverse weather, leading to inconsistent quality and reduced usable yields. While product continues to cross, variability in pack-outs is limiting reliable supply. With Florida in a post-freeze recovery period and Mexico in seasonal transition, tomato supplies are expected to remain tight over the next several weeks, with firm market conditions and continued variability in quality.

GRAPE TOMATOES

Grape tomato supplies are beginning to show the effects of prior weather events, with overall availability tightening. In Florida, multiple plantings are being harvested, but yields are lighter due to bloom drop and cold-related stress, resulting in reduced usable volume. Lipman is moving into lighter production in Estero.

In Mexico, grape tomato production is steady but not abundant, with quality ranging from fair to good depending on region and harvest timing. As older plantings have declined and new production is still developing, supply is expected to remain manageable but tighter than normal, with some continued variability in quality.

ROMA TOMATOES

Roma tomato supplies are tightening more significantly as both regions face overlapping production constraints. In Florida, fields impacted by the freeze are now being harvested, resulting in lower yields, smaller sizing, and increased quality challenges. Lipman is transitioning into Estero production; however, these crops were affected by cold weather, and overall Florida roma volumes are expected to remain constrained through at least early May.

On the West side, Mexico is experiencing reduced production as the Sinaloa season winds down earlier than normal. Ongoing disease pressure and plant fatigue have contributed to declining yields and inconsistent quality. While Sonora production is beginning, volumes have not yet ramped sufficiently to offset the decline. As a result, industry supply remains tight, and customers should expect continued firmness in the market along with variability in quality over the coming weeks.

ENGLISH CUCUMBER

English cucumber supplies remain snug as the market continues to work through the impacts of earlier production pullbacks in Mexico. Several growers reduced plantings during prior low market conditions, which is now limiting available supply. While a slight increase in volume may occur over the next couple of weeks, meaningful relief is not expected until Canadian production ramps up.

Canadian crops are anticipated to begin contributing more consistently within the next 3-5 weeks, at which point supply and quality should begin returning to more typical levels. Until then, markets are expected to remain firm with limited availability.

MINI CUCUMBER

Mini cucumber supplies remain extremely tight, with very limited availability across most regions. Production delays in West Mexico due to earlier weather challenges have pushed back harvest timing, while current fields are producing lower-than-expected yields.

Canadian production is expected to begin in mid-to-late March, which should help improve availability and bring better balance to the market. In the meantime, quality remains variable, with lighter pack-outs and ongoing supply constraints expected to persist in the near term.

GREEN BEANS

Green bean supplies are at critically low levels across both the East and West. In Florida, Homestead remains the primary growing region, but volumes are extremely limited due to prior cold weather damage. Supplies are expected to remain tight until new production begins in the more northern region over the next few weeks.

In Mexico, bean supplies are also very limited, with some quality concerns tied to disease pressure and environmental stress. Additionally, cooler temperatures forecasted in the Southeast could create further short-term pressure on supply. Overall, the market is expected to remain very strong with continued limited availability.

BELL PEPPERS

Bell pepper supplies remain tight across both coasts, with the effects of recent weather events continuing to impact production. In Florida, availability is limited, particularly on larger sizes, as fields affected by the freeze move through harvest with reduced yields and higher grade-outs. The South Florida season is concluding earlier than anticipated, further tightening supply.

In Mexico, production is also light, with ongoing quality concerns including disease, bruising, decay, and other defects. With Sinaloa serving as a key growing region at this time, and many fields experiencing similar challenges, overall supply is expected to remain constrained until production transitions more fully into new regions.

ZUCCHINI & YELLOW SQUASH

Squash production remains steady in Florida following recent cold weather, with plants still recovering and yields below normal levels. While Homestead continues to be the primary production region, overall supplies remain tight, particularly on yellow squash. Zucchini is more available but still below typical seasonal levels. The availability is volatile right now as a typical early spring crop with mixed quality issues.

In Mexico, volumes are beginning to show early signs of improvement as new production from Sonora starts to come online. However, current supplies remain light, and quality is mixed, particularly on yellow squash. Over the next few weeks, increased production from both regions is expected to help stabilize supply, though markets will remain elevated in the near term.

CUCUMBERS

Eastern cucumber supplies are currently being supplemented by imports, primarily from off shore which is ending soon, as Florida production slowly begins to transition in. Overall volumes remain very light, with quality impacted by longer transit times. Spring plantings in Florida are expected to begin contributing in a limited way by end of March, with gradual increases in supply expected into April.

In the West, cucumber supplies are steady but not abundant, with strong demand keeping markets firm. A dip in availability may occur in the near term as growers work through transitional gaps, but volumes are expected to improve around April.

SOWING THE FUTURE: LIPMAN FAMILY FARMS CEO REFLECTS ON GROWING THE FUTURE OF FRESH

[THEPACKER.COM](https://www.thepacker.com)

March 12, 2026



As the global community recognizes the International Year of the Woman Farmer, Lipman Family Farms CEO Elyse Lipman is reflecting on the generational journey of the produce industry. Over the 75-year history of Lipman Family Farms, she notes that while the landscape of the produce world has shifted, women have always been part of the bedrock of the company's success.

"Their work was sometimes behind the scenes, but always driving us forward," Lipman says. At Lipman Family Farms, the mission extends beyond growing crops; it is about cultivating a legacy. Lipman says legacy requires resiliency, adaptation and nourishment — traits she sees women in the field embody every single day. She argues that the changing face of farming makes the industry stronger and more innovative, ushering in a new era of leadership defined by several key pillars:

- **Data meets dirt** — Lipman observes that women are leading the charge in ag-tech, utilizing macroeconomic insights and consumer spending trends to ensure the industry isn't just growing more but also growing smarter.
- **Operational grit** — From the farms to the C-suite, Lipman points to the analytical precision and collaborative leadership styles women bring as essential tools for navigating the high-stakes world of perishables.
- **Supply chain sustenance** — She highlights women as the organizational backbone of the movement, managing everything from complex foreign exchange shifts to logistics during unpredictable weather events.

As the CEO of a fourth-generation family business and a mother of three, Lipman's perspective is constantly shaped by the world she wants to leave for the next generation. When she looks at her daughters, she doesn't just see children; she sees future leaders who should never have to wonder if there is a place for them at the head of the table. Lipman emphasizes that while the industry is built on legacies, a legacy is not a museum. "It's a living thing that is constantly evolving," she says. "It needs nurturing and guidance."

She says that by championing women today, the industry ensures it remains a destination for the brightest minds of tomorrow. The International Year of the Woman Farmer serves as a vital reminder that diversity is a competitive advantage. Lipman notes that in an industry facing unpredictable weather and fluctuating markets, a leadership team with diverse lived experiences allows for better pivoting and perseverance.

Lipman expresses gratitude for the women leaders at Lipman Family Farms and finds inspiration in peers across the industry, such as International Fresh Produce Association CEO Cathy Burns and the IFPA board, for their roles in advancing progress across the supply chain. To the women of Lipman and the entire produce industry, Lipman offers a clear message: "Your work is the fuel that feeds the world. Whether you are in the field, the packinghouse, the lab or the boardroom, your contribution is the seed of our collective success."

[READ MORE HERE](#)

VALUE-ADDED INNOVATIONS HELP SHOPPERS SEEK CONVENIENCE WITHOUT COMPROMISING QUALITY

THEPACKER.COM

MARCH 9, 2026



In the modern grocery landscape, the boundary between the produce department and a professional kitchen may be blurring. The focus has shifted from simple commodities to sophisticated, value-added solutions that prioritize both global flavors and kitchen-ready convenience. Today's shoppers are no longer just looking for a head of lettuce; they are seeking complete meal solutions that balance health, bold exploration and immediate ease of use. Responding to this shift, industry leaders are rolling out a new generation of produce that treats flavor as a primary ingredient.

Lipman Family Farms is demonstrating how innovation spans the entire supply chain, offering a fresh-cut lineup that includes everything from hand-prepped fajita mixes to pico de gallo. By using state-of-the-art facilities to provide 100% usable yield, Lipman says it is effectively reducing knife and slicer use for consumers and foodservice operators alike. Together, these releases represent a strategic road map for a produce category increasingly defined by its ability to save the consumer time without sacrificing the joy of a premium, flavor-driven meal.

Lipman Family Farms: The Engine of Convenience

While salad kits dominate the consumer-facing side of the aisle, the backbone of the value-added movement lies in the supply chain. Lipman Family Farms is using the Southeast Produce Council's upcoming Southern Exposure event to highlight how its 75-year tradition of vertical integration is now being channeled into fresh-cut innovation. Lipman's approach addresses the real labor and safety challenges faced by both retail merchandisers and foodservice operators.

"We're excited about the possibilities that our fresh-cut products bring to our customers," says Cheryl Hoefs, senior vice president of sales and marketing for Lipman Family Farms. "From our coast-to-coast consistency to packaging innovation, our fresh-cut line is a real showcase for the advanced capabilities we bring to the table."

Lipman says its fresh-cut produce reduces knife and slicer use, ensures consistency and limits handling during prep, which lowers cross-contamination risk. Lipman does the work in temperature-controlled facilities with continuous monitoring and extensive sanitation and quality measures to ensure uniform product across locations and 100% usable yield per pound.

"We're growers at heart, but our business extends far beyond farming," Hoefs says. "With our vertically integrated business, nobody is better equipped to deliver in-season freshness at any time of the year."

[READ MORE HERE](#)

UPCOMING EVENTS:



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

APRIL 27 - 29

IFPA RETAIL CONFERENCE

**SHERATON GRAND AT WILDHORSE PASS
PHOENIX, AZ**

**[https://www.freshproduce.com/events/
the-retail-conference/](https://www.freshproduce.com/events/the-retail-conference/)**

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](https://events.farmjournal.com/west-coast-produce-expo-2026)**



TOMATO SNAPSHOT

LOOKING FOR SOMETHING
GOOD TO EAT? LOOK FOR
THE LIPMAN LABEL AND ADD
IT TO YOUR CART. SLICE
IT. SNACK ON IT. ADD IT TO
YOUR MEALS AND RECIPES.
WHATEVER YOU DO, DON'T
LEAVE IT IN THE STORE.

