

MAY 1, 2026

LIPMANFAMILYFARMS.COM

---

# ON THE HORIZON

*Reliable &  
Consistent*

Bringing you your weekly  
industry updates

# CROP & MARKET

INDUSTRY INFO





# MARKET UPDATES

## TOMATOES

Supply remains tight across both Florida and Mexico. Eastern production continues to feel the effects of the February freeze, with reduced yields, quality issues, and inconsistent sizing. In the West, the market is navigating a difficult seasonal transition as Sinaloa winds down and newer regions are not yet in or at full production, resulting in continued light volumes. Supplies from Mexico are expected to gradually improve as more growers come into production and volumes build.

## BELL PEPPERS

The pepper market is expected to remain tight this week. Sinaloa is nearing the end of its season and Central Mexico is a few weeks out from production. Canada has had a delayed start due weather-related reasons but is beginning to recover. Expect sizing and quality variance.

## CUCUMBERS

Cucumbers are tightening up across the board as the seasonal transition occurs for the Eastern U.S. and Mexican growing regions. In the East, cooler weather has delayed harvest. Mexican volume is projected to improve as production ramps up. Once that occurs, more availability and consistent quality is expected.

## GREEN BEANS

Green beans are also in transition this week. Availability is lighter but supply is expected to ramp up as the new growing regions fully come online.

## HARD SQUASH

Volume is generally steady across most varieties. Quality is mostly good overall from Mexico and California is starting production.

## EGGPLANT

Eggplant remains light in volume, but quality has been strong. California has ramped up to full production which provides strong options for buyers needing volume and premium-sized fruit.

## CHILI PEPPERS

Availability is limited across the East and Mexico, but Plant city has started chili production with most key varieties available. Mexico production is still on the lighter side but volumes are expected to improve.

## ZUCCHINI & YELLOW SQUASH

Squash continues to be constrained due to transitions and weather-related challenges. Quality on both yellow squash and zucchini has been good, with clean, attractive fruit; however, yields are running lighter than anticipated.

## HOTHOUSE ITEMS

Hothouse items remain tight overall. TOVs and beefsteaks are very limited. Colored bells and cucumbers are also constrained due to cooler weather delaying production in Canada as well as seasonal transition. Demand remains strong against limited supply.

## ORGANIC ITEMS

Organic supply is available but remains tight, particularly on romas and peppers. Expect limited availability and less flexibility compared to conventional.

## SELLING TOMATOES: WHAT WORKS

[PRODUCEBUSINESS.COM](https://www.producebusiness.com)

APRIL 27, 2026

The tomato was feared as poisonous in the 1700s, but today the tomato is a priority for growers, retailers and consumers alike. Retailers are balancing staple varieties with premium, flavor-forward options, while revamping assortment, merchandising and promotion to align with evolving consumer preferences.

Here are seven strategies to turn this red veggie category green:

### 1. GIVE SHOPPERS WHAT THEY WANT

Tomato purchases are largely planned. Approximately 41% of shoppers enter the store intending to buy one specific type of tomato, while about one-quarter purchase more than one type. For the remaining shoppers, the decision often depends on occasion, meal planning, or in-store merchandising.

### 2. STOCK WHAT SELLS

Whole tomatoes, including round and Roma varieties, account for nearly two-thirds (60%) of tomato category sales. [Lipman Family Farms'](#) round Crimson tomatoes, bred from a proprietary seed variety and known for deep red color, strong flavor, and elevated lycopene content, are a consistent top seller. "It is a mature brand with wide consumer recognition and loyalty, but it's also continuously evolving and improving with each season in flavor, texture, color, and other characteristics consumers look for."

### 3. LEVERAGE GREENHOUSE FOR CONSISTENT SUPPLY

One of the most significant shifts in the last 10 years in tomato production is the dominance of controlled environment agriculture. Greenhouse production now allows tomatoes to be grown year-round consistently, more often organically, bringing high-quality, flavorful options closer to consumers. Retailers value consistent supply, stable pricing, and predictability, especially in a category that can be volatile.

### 4. PICK A SUSTAINABLE PACK

It's not just 'a tomato' anymore. People want to know where it was grown, how it was grown, what it tastes like, and how to use it. Flavor profile and brand recognition matter more than they used to. Sustainability is a huge topic in packaging.

### 5. GO FOR A GOLDILOCKS APPROACH

To maximize sales, each SKU must offer clear differentiation. Whether it's pack size, flavor profile, usage occasion, or an attribute like organic or premium quality, every item should serve a distinct purpose. The optimal SKU count varies by retail format, but an intentional assortment strategy is what ultimately drives growth.

### 6. BUILD DISPLAYS THAT SELL

Tomatoes are highly visual and impulse-driven, so color blocking, clean organization, and full, abundant displays are essential.

### 7. PRICE TO SELL

Strong pricing, supported by secondary placement, drives lift. Seasonal messaging aligned with grilling, fresh meals, or comfort cooking increases engagement at different times of year. While regional seasonality varies, consistent quality remains the foundation of successful promotions.



[READ MORE HERE](#)

## ELYSE LIPMAN (CEO) SHARES HOW LIPMAN FAMILY FARMS POWERS CINCO DE MAYO PRODUCE SALES

[ANDNOWUKNOW.COM](http://ANDNOWUKNOW.COM)

APRIL 30, 2026



There is good advice, and then there is advice from a five-generation, family-owned-and-operated company. As we look at the growing opportunities for fresh produce around Cinco de Mayo celebrations and beyond, Lipman Family Farms is helping retailers, foodservice partners, and families make the most of their menus and meal plans.

"Cinco de Mayo is a big day for fresh produce. The food that makes it special includes crops that Lipman Family Farms has grown for generations. Tomatoes, peppers, zucchini, squash, and other staple vegetables pack the table with festive colors, flavors, and textures that shoppers and diners crave," Elyse Lipman, Chief Executive Officer,\* shares. "To make the most of demand, Lipman Family Farms encourages retailers to lead with the fundamentals: Roma and round tomatoes for salsas and pico de gallo, jalapeños and bell peppers for heat and color, along with squash and zucchini for grilled sides. Fresh-cut, convenient offerings like pico de gallo and diced vegetables offer value-added solutions for easy application. Retailers who prioritize abundant, well-stocked displays of these core items will capture excitement and volume during the rush."

As Lipman expresses, Cinco de Mayo is a visual celebration, creating endless opportunities to entice shoppers. "Oversized displays and promotions with vibrant blocks of reds, greens, and yellows will pull shoppers in. Cross-merchandising produce with tortillas, limes, avocados, cilantro, and queso fresco helps shoppers build a full meal in a single stop. Recipe inspiration for fresh salsa, fajitas, or sides like calabacitas can also drive an incremental lift," Elyse details.

While Cinco de Mayo is already upon us for buy-side planning, it is important to remember that the opportunity doesn't end on May 5. "Successful retailers treat Cinco de Mayo as the kickoff for a continuous series of summer produce occasions, including backyard cookouts, Mother's Day, Father's Day, the Fourth of July, pool parties, and weeknight grilling," Elyse states. "They all rely on the same produce that makes Cinco de Mayo a hit with consumers. By promoting tomatoes, peppers, zucchini, and squash, retailers can drive strong performance during the warmest months of the year. Fresh theming, cross-merchandising, and recipe angles keep customers excited about summer produce." With a strategic and robust operational footprint across fresh produce categories, Lipman Family Farms can support sustained summer demand.

With thousands of acres across North America, a growing greenhouse network, and local partnerships that shorten the journey from farm to customers, Lipman ensures partners have access to a reliable supply of quality produce. The company's portfolio gives buyers a full range of options to create standout summer programs, with flexibility to rotate features, hit different price points, and keep the department fresh week after week.

"For generations, we've been growing for high demand in spring and summer, with Cinco de Mayo really kicking off the local summer season," Elyse says. "We anticipate transitional periods and are positioned well to ensure consistent supply during holiday spikes." From Cinco de Mayo through summer, Lipman Family Farms helps keep produce departments vibrant, relevant, and ready to perform.

[READ MORE HERE](#)

# UPCOMING EVENTS:

**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>**

**JULY 14 - 16**

**ORGANIC PRODUCE SUMMIT**

**MONTEREY CONVENTION CENTER  
MONTEREY, CA**

**COME VISIT US AT BOOTH 209!**

**<https://www.organicproducesummit.com/>**



## TOMATO SNAPSHOT

AS SCHOOL WINDS DOWN, WE'RE ALREADY WORKING TOWARD THE NEXT DAY OF CLASS. OUR FOUNDER, MAX LIPMAN, COULDN'T READ OR WRITE GROWING UP, AND HE ALWAYS ENCOURAGED HIS CHILDREN TO EMBRACE AND PURSUE THEIR EDUCATION.

MAX'S STORY INFLUENCED OUR ENTIRE APPROACH TO GIVING BACK, AND THE RESULTS SPEAK FOR THEMSELVES.

- A RECORD-BREAKING \$185,000 RAISED
- 970 RUNNERS CAME TOGETHER FOR THE CAUSE
- MORE THAN 50 VOLUNTEERS HELPED BRING THE EVENT TO LIFE
- PROUD LOCAL SPONSOR OF HEALTHCARE NETWORK

BY SHOWING UP FOR ONE ANOTHER, WE CAN HELP BUILD HEALTHIER, STRONGER COMMUNITIES FROM THE GROUND UP.

