

MAY 15, 2026

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# CROP & MARKET

INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Roma tomato production in the Ruskin/Palmetto area is now on the downhill side of the season. Quality remains good but expect smaller sizing. At the end of the month, Eastern supply will shift to the Quincy/south Georgia region, with some additional volume from South Carolina. In the West, Culiacán and Sonora are approaching the end of their season, with light to moderate volumes crossing at Nogales and some quality concerns reported. Baja is in production but not yet at full seasonal capacity. Central Mexico is also seeing low to moderate, sporadic production, and April's hailstorm may affect these crops in the coming weeks.

## ROUND TOMATOES

Round tomato harvests in the Ruskin/Palmetto area are proceeding at a mostly steady pace. A good range of sizes are available and overall quality has been very good. This area is expected to finish crown picks within the next two weeks and wrap up completely a few weeks later, depending on market conditions and quality. South Carolina and Quincy-area crops are scheduled to start the first week of June, supporting a smooth transition in Eastern supply. In the West, West Mexico production is declining seasonally, while Baja is in the early stages of its season, with volumes expected to increase as growers move further into fields and additional producers come online.

## ORGANIC ROMA TOMATOES

Sonora is providing moderate supplies of organic Roma tomatoes with good quality, and this region is expected to continue production through the month of June. From there, production will transition to Baja.

## GRAPE TOMATOES

Grape tomato volumes are steady in Florida this week, with most supply coming from the Ruskin/Palmetto area. Overall quality is good, though some sunburned fruit is being graded out. South Carolina production is expected to begin around June 1, with a smooth transition anticipated. In Mexico, production is in flux as Culiacán winds down and some growers finish this week. In Baja, one area is wrapping up while two others are expected to maintain steady output in the near term.

## ORGANIC GRAPE TOMATOES

Organic grape tomatoes are available this week out of Florida, mainland Mexico, and Baja. Florida's volumes are light, with quality acceptable but not exceptional. Mainland Mexico is approaching the end of its season and is expected to finish in the next few weeks. In contrast, Baja is now in steady production, offering consistent volumes and very good quality.

## ENGLISH CUCUMBERS

Eastern Canadian English cucumber production is increasing as greenhouses recover from the recent cool, cloudy weather. In Western Canada, supplies have been lighter over the past week as growers transition between sets, but volumes are expected to return to a steady pace in the next few days. Overall quality has been good when product is fresh. In addition, small but consistent volumes continue to come from year-round producers in Mexico.



# MARKET UPDATES

## CUCUMBERS

Cucumber supplies are tight as the transition from Florida to Georgia occurs. Production in Georgia is expected to improve over the next 7-10 days, and coastal North Carolina crops are set to start in early June, which should help stabilize Eastern supply. Current quality is acceptable. In the West, Sonora and Sinaloa still have cucumbers but are expected to wind down over the coming weeks. Baja has started in a light way, with volumes not projected to strengthen for another few weeks. Quality is generally acceptable across regions, though Baja's new-crop cucumbers are showing the best overall quality.

## YELLOW & ZUCCHINI SQUASH

Squash supplies are steady but remain somewhat limited in the East. Florida production is winding down quickly, with Plant City now the only area with significant volume. Georgia has started, though output has not yet reached expected levels, and quality has been inconsistent following recent rains. Supplies on both yellow squash and zucchini should improve over the next 7-10 days as coastal North Carolina and some early local deals come on. In the West, Santa Maria and Fresno are now supplying most of the squash demand.

## GREEN BEANS

Eastern green bean supplies are improving, with Georgia and North Florida now in season and delivering consistently good quality despite some scattered rain. In the West, remaining product in Nogales has quality issues, leaving only very light volumes in Baja and Central Mexico. California production is expected to start in Brentwood and Santa Maria in about two weeks, with Baja's currently limited harvests also forecast to pick up around the same time.

## MINI SWEET PEPPERS

Mini sweet pepper availability is slightly improved this week, even as West Mexico's season approaches its end, with light supplemental volumes now coming from Baja, California, and Canada. While the full transition to Baja production is not expected until mid-June, some early Baja volume is already available and should help narrow the typical production gap seen at this time of year.

## CHILI PEPPERS

Plant City now has most chili varieties available as the region moves into the heart of its season. Poblanos remain very limited and tomatillos are essentially unavailable, but supplies on other chili types are consistent. South Florida is winding down. In the West, chiles are available out of Baja, Sonora, Central Mexico, and California. Sonora is providing moderate volumes on most items, though serranos, poblanos, and habaneros are lighter and quite snug. Baja and California volumes are still very light but should strengthen over the coming weeks as these regions advance into their seasons. Poblanos are expected to remain tight for 2-3 weeks.

## BELL PEPPERS

Eastern bell pepper production is very limited this week as the transition from Florida to Georgia is underway. South Florida is effectively finished, and Plant City has light acreage with mostly smaller sizes. Georgia has started with some early peppers showing nice quality. Volumes and size distribution are expected to improve over the next 10-14 days as fields come into fuller production. In the West, Mexico's crops are finished and supply is centered in Coachella, where quality remains good and a full range of sizes is available.

## FRESH PRODUCE CONSUMPTION DECLINES WITH PROTEIN PUSH

[SUPERMARKETPERIMETER.COM](https://www.supermarketperimeter.com)

MAY 14, 2026

While fresh produce continues to enjoy high household penetration, consumers eating fresh produce daily decreased from 34% to 31% year-over-year, according to FMI - The Food Industry Association's The Power of Produce 2026. This aligns with a four-point increase in consumers eating fresh produce only one to five days per week. This may be impacted by today's focus on protein.

When thinking about a three-component meal, protein consistently holds the highest budget priority over starch and produce, especially as financial strain increases. In snacking, fresh fruit is prioritized over traditional snacks by 77% of financially secure consumers, compared with 55% of those who are struggling financially.

Fresh fruit and vegetables lose some snack occasions. Fresh produce inclusion declined across meal occasions by one to five percentage points year-over-year. While shifts under 2.5% are not statistically significant, the consistent direction of decline is notable. Higher-income households showed little year-over-year change, but fewer lower-income households included fruit and vegetables in snacking occasions.



[READ MORE HERE](#)

## RESTAURANT INDUSTRY NAVIGATES 'COMPLEX' CONSUMER LANDSCAPE AS SENTIMENT HITS ALL-TIME LOW

[NRN.COM](https://www.nrn.com)

MAY 15, 2026



Consumer sentiment is at an all-time low. That said, the restaurant industry has shown a tremendous amount of resiliency, particularly concepts that cater to higher income consumers, who are still spending quite freely. In other words, the state of the consumer is “complex.”

In addition to plummeting consumer sentiment, there are plenty of red flags operators should be aware of. For instance, 35% of consumers now say they spend more than they take in every month, while two-thirds say they’re struggling to make ends meet. Further, four in 10 consumers reduced their restaurant frequency in 2025.

The good news for restaurants is that people are still prioritizing going out to eat. People get tired of cooking. They want to try something new. That’s giving the restaurant sector a little resilience. Restaurant operators should still cater to anxious consumers, who are looking for more discounts and fewer add-ons. When consumers are under pressure, their expectations are only going up. Everyone loves value, and not just price point, but how we enhance the experience at that price point.

[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/>**



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