

MAY 29, 2026

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# ON THE HORIZON

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industry updates

# CROP & MARKET

INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Roma tomato supplies are in a seasonal transition, with the Palmetto/Ruskin area winding down and the Eastern deal gradually shifting to light volumes out of Quincy, FL and South Carolina. Central Florida's fruit has solid quality overall, though growers are reporting a slight uptick in grade-outs related to sun damage as the season wraps up. Acreage in both Quincy and South Carolina is limited, so volume from these newer areas is expected to remain light, but should help to bridge the gap until Tennessee and North Carolina begin harvesting in July. On the Western side, romas are currently available from Sonora, Central Mexico, and Baja. Sonora's volume is running low to moderate, with fair quality, and is expected to continue producing into June. Central Mexico's supplies should improve as we move into June, with additional blocks coming into production and supporting better harvest numbers. Baja's current production remains light, but is anticipated to pick up in the coming weeks, with a prevalence of larger-sized fruit and attractive overall quality.

## GRAPE TOMATOES

Grape tomato supplies are currently at adequate levels in the East, even as the Ruskin/Palmetto region winds down. South Carolina has already begun harvesting in a light way, with volumes expected to build steadily over the next 7-10 days as fields move further into production. Light production out of north Florida and south Georgia is helping supplement overall availability and support a smooth transition. In the West, supplies are running light to moderate as Sinaloa moves toward the end of its season and Baja ramps up summer plantings. Quality in Sinaloa is holding at fair to good, while fruit from the newer Baja crops is generally showing stronger quality, offering a helpful boost to overall Western supply.

## ROUND TOMATOES

Tomato supplies are in a seasonal transition, but overall availability remains adequate to meet current demand. In the Palmetto/Ruskin area, most growers—including Lipman—have finished their crown picks on round tomatoes and will continue with some later picks for about another week. These latter-stage picks are showing decent sizing and good overall quality, although recent hot weather has led to a few more grade-outs due to sun damage. As Central Florida winds down, attention is shifting to Quincy and South Carolina, where round tomato programs are just getting underway. Volumes from these regions are expected to build steadily over the next 7-10 days, helping to ensure a smooth transition in supply. In the West, overall volumes remain on the lighter side, with Sinaloa's production on the downhill side and Baja expected to provide consistent shipments in the near term. California is now entering the market, with the first grower in the San Joaquin Valley just starting harvest. Production there should increase gradually over the next month as more acreage and growers come online, supporting a more stable and diversified supply position as we move into the summer.

## ORGANIC ROMA TOMATOES

Organic roma tomato supplies are in relatively good shape this week out of Sonora, where volumes are described as decent and overall quality is mostly good. There is some variability lot to lot and by grower, but general condition remains acceptable for most programs. Looking ahead, Baja is expected to begin its summer organic roma crops over the next few weeks.

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# MARKET UPDATES

## CUCUMBERS

Georgia's cucumber production has been on the lighter side so far, with earlier weather impacts holding back yields and leaving supplies short this week, since Georgia is the primary production area. However, coastal North Carolina is expected to start in the next 5–7 days and should provide a strong, reliable source of cucumbers as that deal ramps up. Current quality is acceptable and should improve as new plantings come into production. In the West, Sonora remains in harvest for a few more weeks, with quality reported as fair to good as growers work through the tail end of the season. As Mainland Mexico winds down, Western supply will increasingly shift to Baja and various local and regional programs for the balance of the summer. Baja's fruit has been great so far.

## EGGPLANT

Eastern eggplant supplies are tight this week, with only late-season fruit available and overall volume and quality both limited. Georgia is expected to begin harvesting within the next week, which should ease the current short supply and improve quality options. In the West, production is transitioning from the California desert to Fresno, with Fresno scheduled to start harvesting this weekend. This shift should help address recent quality and scarring concerns seen out of the desert.

## MINI SWEET PEPPERS

Mini sweet pepper availability is adequate 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.

## YELLOW & ZUCCHINI SQUASH

Squash supplies are improving in the East as Georgia continues production and both North Carolina and New Jersey have now come online. Most volume is coming from new fields with good overall quality, though some older fields are producing fruit that is not quite as sharp. As additional local and regional programs start up, availability for both yellow and zucchini squash looks favorable. In the West, Sonora remains active on zucchini but is finished with yellow squash. Baja's zucchini production is starting to ramp up, though yellow volumes there are still minimal. In California, both Fresno and Santa Maria have begun harvesting yellow and zucchini; this week's rain will temporarily slow production, but there is still product available from these districts.

## GREEN BEANS

Green bean supplies are currently in good shape in the East, with strong volumes coming out of Georgia and North Florida. Yields have been solid so far, and while recent rains may trim production slightly and create some spot quality issues, overall availability is still expected to remain adequate. In the West, supplies are tighter as Sonora winds down and new programs in Baja and California are only just beginning with light volume. Look for Western availability to gradually improve as Baja moves further into new plantings and California recovers and ramps up following this week's rain event.

## CALABACITA

Calabacita supplies are currently centered in Fresno and Santa Maria, with light and limited volumes this week. Production has been temporarily slowed by recent rain, but availability is expected to improve as fields dry out and farms move past the weather-related delays.

## FIVE WAYS TO BOOST PRODUCE DEPARTMENT OPPORTUNITIES

[SUPERMARKETPERIMETER.COM](https://SUPERMARKETPERIMETER.COM)

MAY 28, 2026

### 1. Strengthen value perceptions beyond price.

Reinforce freshness, taste, nutrition and local sourcing as core value drivers. Clear communication around quality checks, replenishment and sourcing can help highlight freshness to justify modest premiums and reduce price-only decision-making. Leverage nutrition as the most important reason to prioritize produce when money is tight.

### 2. Win the trip through operational excellence.

Freshness, in-stocks, clear pricing and attractive displays remain non-negotiable in driving both planned produce purchases and impulse sales. They are critical as shoppers increasingly cross-shop channels. Emphasize the same fundamentals in online purchases through inspiring descriptions, great visuals and recommending complementary items.

### 3. Support consumption goals and highlight health benefits.

Fresh produce has a strong health halo in general, but knowledge of specific health benefits correlates to higher fresh produce consumption across meal occasions. Highlight health benefits, educate on portion sizes and provide tips to easily integrate fresh produce in all meal occasions, especially snacking.

### 4. Tailor strategies to emerging growth segments.

Younger shoppers, online channel, organic consumers and sustainability-minded households present strong upside. Blend produce with deli prepared food offerings to address convenience, develop health-forward messaging and sustainability storytelling to accelerate engagement and spending.

### 5. Optimize inspiration-to-purchase conversion.

Convert digital inspiration and meal ideas into baskets by linking produce-forward recipes, meal plans and viral trends directly to shoppable experiences in-store and online. Cross-merchandising, bundled solutions and digital integrations can reduce decision fatigue, expand usage occasions and increase units per trip.



[READ MORE HERE](#)

## THE PACKAGING PARADOX: BALANCING FOOD WASTE AND MATERIAL SUSTAINABILITY IN FRESH PRODUCE

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

MAY 26, 2026

The industry faces a pivotal tension between using packaging to extend shelf life and to reduce food waste and navigating emerging material regulations and Extended Producer Responsibility mandates.

The intersection of food waste mitigation and packaging design creates a natural paradox. Done well, packaging is a phenomenal solution with our lens of food waste ... Done poorly, it drives more waste of food and materials. In assessing the current industry landscape, stakeholders lean slightly more toward viewing packaging as a peril rather than a promise, signaling a collective friction regarding environmental impacts, consumer confusion and shifting regulations.

For the fresh produce sector, packaging is not merely a marketing tool; it dictates supply chain viability. Fresh produce is a living product harvested at peak freshness, requiring careful environmental management to maintain shelf life. Packaging must provide functional sustainability — a design mindset prioritizing the physical protection of the crop alongside waste reduction.

True progress requires shifting the dialogue away from purely banning specific materials and focusing instead on building synchronized systems where functional packaging design aligns directly with regional processing infrastructure. The compostable products and packaging industry is so young, and it has so much promise for being a part of the solution that we're all trying to figure out.



[READ MORE HERE](#)

# UPCOMING EVENTS:

**JULY 14 - 16**

**ORGANIC PRODUCE SUMMIT**

**MONTEREY CONVENTION CENTER  
MONTEREY, CA**

**COME VISIT US AT BOOTH 209!**

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

**JULY 23 - 24**

**IFPA FOODSERVICE CONFERENCE**

**MONTEREY CONVENTION CENTER  
MONTEREY, CA**

**COME VISIT US AT BOOTH 519!**

**<https://www.freshproduce.com/events/the-foodservice-conference/>**



**LIPMAN**  
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## TOMATO SNAPSHOT

SOME RECIPES DON'T  
NEED MUCH. FRESH  
LIPMAN TOMATOES,  
ONIONS, A LITTLE OLIVE  
OIL, SEA SALT, DONE. 🍅

THE BEST SUMMER  
MEALS START WITH  
PRODUCE WORTH  
TASTING ON ITS OWN.

