

MAY 8, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

*Reliable &
Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

TOMATOES

Supply is beginning to return to normal in the East as Ruskin/Palmetto region comes into full harvest. This region has been delivering good quality and favorable pack-outs. In Mexico, the Sinaloa/Sonora area is approaching the end of its season so so volumes have been limited with fair quality. Baja is producing light volumes of rounds with relatively good quality which is anticipated to hold steady until early June when additional growers enter production. Roma supplies remain light.

YELLOW & ZUCCHINI SQUASH

Yellow and zucchini squash supplies are currently limited in both the East and West due to seasonal transitions. In the East, South Florida has finished, Plant City is winding down, and early Georgia yields have been light. In the West, Sonora is wrapping up its final zucchini harvests. Santa Maria has started zucchini in a light way and is expected to add yellow squash within the next 5-7 days, while Fresno is in the early stages with both varieties already available. Volume from these newer California districts should improve soon.

CUCUMBERS

Cucumber supplies in the East are currently tight, with South Florida finished and only light volumes coming from Plant City and early Georgia production. Florida quality has been fair, with Georgia expected to offer stronger quality provided weather remains favorable. In the West, Baja and Sonora/Sinaloa continue to supply the market, with mainland Mexico expected to produce for another 3-4 weeks until additional Baja acreage comes into play. Quality out of mainland Mexico is running fair to good, while Baja is shipping very attractive fruit on currently light volumes.

GREEN BEANS

Eastern green bean supplies are at moderate levels this week, with Georgia and North Florida actively harvesting and reporting generally good quality. Rain forecast over the growing regions this weekend may temporarily impact both quality and harvest pace. Western supplies are light as northern mainland Mexico winds down for the season, and although a few early lots are starting from Baja, most growers there will not be in full production until late May to early June. Current quality out of the West is challenging, with typical late-season defects as older fields finish.

CHILI PEPPERS

Eastern chili pepper supplies are steadily improving providing consistent availability on most varieties. Poblano and tomatillo remain unavailable, and habanero volume is still very limited. In Mexico, multiple regions are currently in harvest, but overall volume is still on the light side for some items, especially Anaheims, poblanos and serranos, which remain short of demand. Quality is mixed as growers work through different crop stages, with jalapeños leading the recovery and showing good quality, while poblanos and tomatillos are generally weaker.

BELL PEPPERS

Bell pepper supplies are currently tight in the East, with very limited XL sizing available. South Florida has finished for the season and only small remaining acreage in Plant City is contributing modest volume. In the West, production is centered in the Coachella Desert, where volumes are light to moderate but quality remains strong. Limited acreage in Baja is also contributing some supply, though no significant volume increases are anticipated from this region.

GROCERY RETAILERS COMPETE FOR THE CONSUMER FOODSERVICE DOLLAR

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

MAY 6, 2026

Grocery retailers are competing with quick service restaurants (QSRs), convenience stores (c-stores) and fast casual restaurants for consumers' foodservice purchases. The foodservice landscape in 2026 will be defined by fierce competition across segments, especially if the market remains flat. QSRs, casual dining, grocery retailers, and convenience stores are all fighting for the same consumer dollar, and each is sharpening its value proposition.

Grocery retailers are expanding prepared foods and meals-on-the-go to keep up with the competition. They aim to capture convenience seekers, they're positioning themselves as an alternative to cooking at home and dining out, with lower price points and grab-and-go ease. Growth comes from capturing share and the winners will be those who understand their customer segments inside and out, tailoring their service model.

Dishing out value at every touchpoint is nonnegotiable, including packaging that reinforces brand identity and elevates the customer dining experience. QSRs are grabbing share by bringing back value meals, fast casual restaurants are leaning into their unique value propositions, and c-stores are capitalizing on the convenience factor. Food packaging can be huge differentiator. Operators are leveraging custom, branded packaging to drive brand awareness, while others are seeking options that align with their customers' increasing demand for safe, sustainable solutions.

Foodservice category performance

- Lunch and dinner remain the most widely offered and stable dayparts
- Snacking occasions are increasingly influential, even when they aren't formal menu categories
- Entrées, handhelds, and sides show relative sales stability
- Beverages and desserts are more vulnerable to trade-down and stagnation than other categories
- Limited-time offers are favored over broad menu expansion

More than 7 in 10 consumers say they would use restaurants more frequently if they had more disposable income. This desire is especially strong among Gen Z and millennials, who continue to lead the industry's off-premises growth. As the foodservice markets shift, now is a great time for grocery retailers to pay attention to what consumers want. Among consumers who said dining out 'wasn't worth the money,' most were disappointed in food quality and portion size following a recent visit. This was particularly true among Gen Zers, 73% of whom ranked food quality in their top three reasons for disappointment in a recent restaurant visit (versus 57% of diners overall).

Consumers are choosing health as a worthy investment, as only 18% said they would reduce their spending on salads, but more than half of consumers would reduce spending on burgers (57%), followed by American food (51%) and seafood (50%).

The danger for foodservice professionals isn't a lack of opportunity — it's acting on incomplete signals. Seeing only menu trends, or only consumer sentiment, or only unit growth creates blind spots. The teams that win in this environment are the ones connecting the dots across operators, consumers, menus, and the broader landscape.



[READ MORE HERE](#)

LIPMAN FAMILY FARMS EXPLAINS HOW CONSUMER SNACKING IDEAS HAVE EVOLVED

SUPERMARKETPERIMETER.COM

APRIL 30, 2026



Health, convenience and a continuing trend away from three-meals-a-day all point to huge growth in the produce snacking category. Over time, shoppers' idea of snacking has evolved from salty, sugary, processed foods to healthy, fresh and whole-food options, said Lipman Family Farms.

Demand for snackable produce continues to grow, and snacking is an important part of the company's business. "Shoppers are busy, school activities, work and other commitments are stretching the gap between lunch and dinner. Quick, portable, tasty and nutritious, fresh veggies and fruit fit that gap perfectly." Convenience is essential to meeting those needs, Lipman added. Shoppers want sizes and formats that are simple to grab, open and eat.

Lipman Family Farms makes a variety of products that are perfect for snacking, Lipman said. That includes award-winning Red Monet cocktail tomatoes, sweet and colorful medleys, Sweet Blonde yellow cherry tomatoes, Sweet Brunette brown cherry tomatoes, mini cucumbers, grape tomatoes and mini sweet peppers.

"They're easy to grab, fun to eat and naturally portion friendly," Lipman said.

Lipman Family Farms' fresh-cut lineup is also full of convenient, ready-to-eat choices. Sliced peppers, sliced cucumbers and sliced tomatoes are ready to eat on their own, or to incorporate in back-of-house retail delis. And the company's salsas and pico de gallo mix make easy dips prep-free and freshly sourced and cut through the Lipman supply chain.

In 2001, the company expanded into the pre-cut vegetable business, and its facilities and capabilities have only increased since then. Lipman Family Farms now operates eight fresh-cut operations across North America, with national distribution.

[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

THE BEST CELEBRATIONS HAVE GREAT SALSA ON THE TABLE. AND THE BEST SALSA STARTS WITH THE BEST TOMATOES. 🍅 OUR CLASSIC SALSA RECIPE TAKES A LESSON FROM MEXICAN CUISINE: START WITH SOMETHING GOOD AND FRESH INGREDIENTS AND LET THE INGREDIENTS DO THE WORK.

