

JUNE 12, 2026

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CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Eastern roma tomato supplies are seasonally limited, with current volume insufficient to cover full regional demand. Light production is coming from South Carolina and the Quincy, Florida area, with South Carolina packing good-quality fruit with strong sizing and packouts; this deal is expected to continue through June, weather permitting. The Tennessee/North Carolina mountain region will be the next significant Eastern source, with harvest expected to begin around the Fourth of July. In the West, Mexico is supplying romas from the central region with light to moderate volumes and mostly good quality. Baja is also in production, with some districts winding down while others are settling into more consistent output as the season advances. California has started in a limited way, with one grower currently harvesting and two additional farms expected to come online over the next week, which should gradually improve overall Western availability.

GRAPE TOMATOES

South Carolina grape tomato harvests are currently steady and are expected to remain so through the latter part of June. Quality has improved from the initial picks, as the early fruit showed some weather-related issues that have since cleaned up as newer blocks come into production. There are also light volumes coming out of the Quincy, FL area, but not enough to materially impact overall supply. Looking ahead, Virginia and the Tennessee/North Carolina mountain region are next in line, with harvests projected to begin in late June to early July, which should help support Eastern supply as South Carolina winds down. In the West, Mexico is in a lighter production window this week, with fruit available from Central Mexico and Baja, while Sinaloa is effectively at the tail end of its season, offering only sporadic, end-of-crop volumes.

ROUND TOMATOES

Eastern round tomato supplies are centered in South Carolina and Quincy, FL, this week where crops are at peak. South Carolina's yields and packouts have been solid, with only small amounts of sunburn and off-shape fruit being graded out at the shed. Earlier weather kept sizing on the smaller side initially, but the size profile has improved as fields advance and more mature blocks come into harvest. Acreage in both South Carolina and Quincy is somewhat limited, so volumes through June are expected to remain in the light-to-moderate range. Eastern supply should strengthen as Virginia and the Tennessee/North Carolina mountain regions begin harvesting around the Fourth of July and move further into their seasons. In the West, Mexico has overall light supplies of round tomatoes, with Sinaloa expected to wind down over the next week while Central Mexico and Baja transition into new summer crops. New-crop fruit is currently skewing toward larger sizes, though a full sizing range is still available. California has also started in a light way, with one grower currently harvesting and additional farms, including Lipman's, projected to come online gradually through early July so that all farms are in production around the Fourth of July.

ORGANIC GRAPE TOMATOES

Baja's organic grape tomato supplies have tightened temporarily after cooler temperatures last week slowed production. New plantings began harvesting this week and are expected to gain momentum over the next couple of weeks, gradually rebuilding volume as fields come into stronger production. There is also some organic grape volume out of Central Mexico, but the new Baja crops are projected to be the primary source and carry the bulk of summer demand once they are fully up and running.

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MARKET UPDATES

CUCUMBERS

Cucumber supplies are currently steady in the East, supported by overlapping production from Georgia and North Carolina. Georgia is expected to remain in season for another 2-3 weeks, with current yields and quality reported as good, though volumes are projected to taper as fields approach season's end. Eastern North Carolina is at peak production, with strong volumes anticipated for the next 10 days before output begins to decline. New Jersey is projected to come online within 7-10 days, which should help maintain overall Eastern supply as Southern states wind down. In the West, Mainland Mexico (Sonora and Sinaloa) is rapidly finishing its season, with both availability and quality declining. Summer production is shifting to Baja, where the season is well underway and supplies are expected to strengthen over the coming weeks, making Baja the primary Western source through most of the summer.

GREEN BEANS

Georgia's green bean yields dipped last week due to earlier weather impacts, resulting in short and sporadic supply early this week; volumes have since improved as growers moved into new sets, and quality has rebounded, with newer areas showing clean, attractive beans. As Georgia approaches the end of its season, Virginia has come online, with one large grower currently harvesting and another expected to start next week, and additional beans available from eastern North Carolina. In the West, supply is spread across multiple regions: Central Mexico remains in production but is showing some color and quality concerns, while Baja is producing good-quality beans and is just beginning to see early volumes increase. California is also contributing light volumes from Brentwood, Santa Maria, and Fresno.

BELL PEPPERS

Bell pepper supplies are currently in transition across key growing regions. In Georgia, production has lightened this week, with spotty availability, especially on extra-large sizes, as fields move past peak season and overall yields decline. To offset this, both North and South Carolina are expected to begin harvesting within the next week, and volumes from these areas should be steady enough to support demand until additional local and regional programs come online. In the West, bell peppers are being harvested in both the California desert and Bakersfield regions, with light to moderate volumes and overall good quality; the best fruit is currently coming from the newer Bakersfield fields. The California desert deal is nearing completion, and production will continue shifting north, with Bakersfield expected to transition to Fresno in July.

HARD SQUASH

Hard squash supplies are currently very limited in the East, with no meaningful volume. Kentucky has projected an early start date for acorn and spaghetti, with fruit expected to be available in 2 weeks. In the meantime, the West is carrying the category. There is one grower with new crops in Chihuahua but for the most part, Mexico has passed the baton to California. California's hard squash programs are underway and expected to ramp up steadily as we move further into June. Acorn squash supply continues to be limited during the transition.

WATERMELON

Watermelon supplies are tight this week as both South Carolina and Georgia crops have been slow to ramp up, creating a light availability situation in the East. Volumes are expected to improve over the next two weeks, assuming favorable weather, as fields move further into harvest. Quality is currently good, with consistent sizing.

PRODUCE GROWTH CONTINUES, BUT WARNING SIGNS EMERGE

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

JUNE 10, 2026

Fresh produce continues to outperform much of the grocery store, but emerging shopper trends suggest the industry cannot rely on old habits to drive future growth. While consumers remain under pressure from higher living costs and fuel prices, produce remains well positioned as shoppers continue to cook and eat at home. Still about 78% of meal making is expected to be in the home, while 24% claim they are cooking meals from scratch.

If the meal is expected to be at home because of gas prices, it's an opportunity for produce — not just assume it's a special-occasion-only behavior and really focus on everyday meal making and how produce can deliver that value.

Produce's role as an everyday staple remains one of the category's greatest strengths. 18 of the 20 most frequent and widely bought perimeter foods are in produce, adding that fruits and vegetables continue to drive store traffic and repeat purchases. At the department level, produce is also benefiting from relatively modest inflation compared to other grocery categories. The reality is that produce, especially, is a tremendous value and is not seeing the rates of inflation as seen in other spaces yet. The category posted healthy balanced growth over the latest 52-week period. However, more recent data show shoppers becoming increasingly selective.

Fruit volume has recently declined faster than vegetable volume, suggesting consumers are purchasing less produce per trip or making more deliberate choices within the department. Within vegetables, shoppers are gravitating toward staples that support meal preparation and stretch food budgets. Fruit purchases show a similar focus on value and versatility

The industry also has significant opportunities with younger consumers, who are embracing cooking at home in greater numbers than many expected. Growing up in an era of inflation and affordability has had them lean into cooking and making meals from scratch. Consumers who are in their 20s today actually are doing what our general merchandise friends call analog-type behaviors, and that includes cooking.

As consumers continue balancing affordability, convenience and health priorities, produce suppliers and retailers must focus on versatility, meal solutions, digital engagement and shopper acquisition.



[READ MORE HERE](#)

SMARTER CUTTING, LESS WASTE: AN INSIDE LOOK AT OPTIMIZING FRESH-CUT YIELD

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

JUNE 9, 2026

Nearly one-third of all food in the U.S. goes uneaten each year and fresh produce accounts for a significant share of that loss. For fresh-cut processors, this reality shows up every day on the line in lost yield, inconsistent product and the constant pressure to do more with fewer resources. Because fresh produce is inherently variable in size, shape and texture, operations without the right cutting approach quickly suffer from off-spec results, product damage and significant yield loss. Furthermore, mounting labor constraints mean equipment must be simple to set up, run and maintain to minimize human error — a leading cause of product waste. Ultimately, smarter cutting is about building better, more resilient operations.

When processors think about waste, they often focus on what they can clearly see at the end of the line. However, some of the most significant yield losses are less visible and occur throughout the cutting process itself. Common examples include excessive trimming, fines generation, product damage and pieces that do not meet specifications and therefore need to be reworked or discarded. Individually, these losses may appear small, but across high production volumes, they can have a significant impact on both yield and profitability.

To better understand where yield is being lost, processors should look beyond finished product output and monitor factors such as how fines are generated, which could be due to knife quality. Even small improvements in cutting precision can help reduce waste and improve product recovery over time.

One of the most practical ways to think about sustainability is through resource efficiency. Every piece of product that is unnecessarily lost during processing represents wasted raw material, as well as the water, energy, labor and transportation resources invested in producing it. This is why even small improvements in yield can have a meaningful impact. A 5% improvement in yield may seem small, but for a processor handling thousands of pounds of product per day, it can translate into a substantial increase in recovered product over the course of a year. Recovering more usable product from the same amount of raw material helps improve profitability while reducing overall waste. In many cases, operational efficiency and sustainability go hand in hand. When processors reduce waste, improve product recovery and optimize their processes, they are not only improving their bottom line, but they are also making better use of the resources that enter the facility every day.



[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/>



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TOMATO SNAPSHOT

HOT OUTSIDE? WE HAVE THE FIX. 🍋 BLEND 2 LIPMAN CUCUMBERS WITH THE JUICE OF 2 LIMES, 2 TABLESPOONS OF HONEY, AND 3 CUPS OF WATER. STRAIN THROUGH A FINE MESH SIEVE, POUR OVER ICE, AND GARNISH WITH A CUCUMBER SLICE. FIVE MINUTES, THREE INGREDIENTS, THE MOST REFRESHING DRINK OF THE SUMMER.

