

JUNE 19, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

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Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

As is typical for this time of year, Eastern roma production is limited. Lipman does have light roma volume out of South Carolina, with good packouts, solid quality, and most fruit sizing in the large to jumbo range. A few other small pockets of product exist in the East, but nothing of significant volume. Expect Eastern supply to pick up around the 4th of July as Tennessee and North Carolina crops come online. In the West, romas are in transition: West Mexico is nearing the end of its season with only a few weeks remaining, while Central Mexico has light to moderate supplies that should increase moving into July. Baja has multiple areas at different stages, with supply expected to become more steady—though somewhat lower overall—for the summer. California is also underway. Lipman's crops started this week and should reach a steady pace quickly. As is typical in California, first picks require more grading, primarily due to scarring, but quality should improve and clean up over the next 7–10 days.

GRAPE TOMATOES

Grape tomato supplies are a little snug in the East as fewer growers are in the mix this time of year. Lipman's South Carolina production has been more limited this week as we move past the seasonal peak and prepare to transition to Virginia, which is expected to start in the next 7–10 days. Harvests are coming from multiple plantings and overall quality remains solid. Supply is also light in the West, as Sinaloa is essentially finished and only a limited number of growers in Baja and Central Mexico are contributing to volume. Look for a little more product out of Baja in the next few weeks as some growers break into new acreage.

ROUND TOMATOES

Round tomato volumes are steady and moderate in the East, with harvests underway in Quincy, south Georgia, and South Carolina, and a few growers now started in North Carolina. Lipman's South Carolina crop is showing good yields, strong packouts, and solid quality as we continue to work crown picks, with sizing skewed toward larger fruit. Lipman will look to transition to Virginia production in 2–3 weeks, followed by Tennessee and North Carolina beginning around the second week of July. In the West, supply is shifting toward Baja and California as we move further into summer. Baja's volumes are light to moderate with nice quality and larger sizing as several growers break into new houses, and Central Mexico also has fruit, though weather has slowed anticipated volume increases from new crops. California is up and running with multiple growers started; high heat is pushing maturity a bit earlier for some. Our fruit has been running on the larger side, while others are seeing a broader size mix. Look for more Lipman volume to come on around the 4th of July, by which time most growers should be in full production.

ORGANIC GRAPE TOMATOES

Organic grape tomato supplies remain in the light to moderate range after cooler temperatures slowed production in Baja. 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.



MARKET UPDATES

MINI SWEET PEPPERS

Mini sweet peppers remain very tight this week as we work through a gap between Mainland Mexico finishing and Baja's production starting. Light volumes in California are largely committed to contract business, and limited Canadian production is not enough to impact overall supply. Baja could begin a bit early in the next 7-10 days, but early fruit will need close monitoring for sizing and greening until fields get further into production.

CHILE PEPPERS

Chile pepper supplies are in a transition phase, with Georgia's season winding down and contributing to inconsistent availability this week. Most chili varieties are still obtainable, but serranos are notably short. As we move further into summer, more small regional programs are expected to come online, with Kentucky and North Carolina among the first, projected to start harvesting within the next 10-14 days and providing some relief to Eastern supply gaps. In the West, the strongest current production is coming from Baja, where volume remains light but quality has been solid. Central Mexico is supplying a broader mix of varieties, including tomatillos, though overall volume there is still limited. Nogales crossings have slowed to a trickle, now consisting mostly of jalapeños, and are not a major supply source at this time. Tomatillos are currently available only out of Central Mexico, with quality concerns especially on husked product. Habaneros are particularly tight, with weaker quality further constraining usable supply. California has begun its season with light but growing volume. As Baja and California continue to ramp up and more regional programs in the East come online, availability is expected to stabilize, though certain specialty items like serranos and habaneros may remain relatively snug in the near term.

PICKLING CUCUMBERS

Pickling cucumber supplies remain tight nationwide, though some relief is expected as new crops come online over the next few weeks. In the East, volume has been constrained by the relatively light acreage in Georgia, which has been the primary source of supply to date. Recently, small regional programs in Kentucky and North Carolina have begun harvesting, providing modest but welcome additional volume. While these new plantings, along with other small pockets of production expected to start later in the summer, will improve availability, they are not large enough to create an oversupply situation; overall supplies are expected to remain on the snug side through the season. Western production has been especially limited, with only one grower in Baja, Mexico offering sporadic availability and struggling to keep up with demand. This has led to ongoing supply challenges. The outlook is more positive in the Pacific Northwest, where our local partner in Washington state is scheduled to begin harvests in the next few days. This new volume should help cover regional demand.

HARD SQUASH

Hard squash supplies are currently very limited in the East, with only a handful available in Georgia. However, a larger regional program in Kentucky is on the verge of starting with the first shipments of acorn and spaghetti expected in 7-10 days. 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.

LIPMAN FAMILY FARMS PROMOTES LOCAL PRODUCE FOR FATHER'S DAY

BLUEBOOKSERVICES.COM

JUNE 18, 2026

Lipman Family Farms reminds retailers, foodservice operations and consumers that level of care extends to the choice of ingredients we bring to Father's Day cookouts and family meals. Bringing Lipman's local flavor to the table fits the occasion perfectly.

Locally sourced options through the Lipman Local program give regional customers access to produce grown close to their markets. For Lipman Family Farms, great produce is a thread that ties four generations, 30-plus locations and 80 years of continuous operation. Founders Ella and Max Lipman started selling tomatoes at New York City's Washington Street Market.

Today, the company they built is the largest family-owned vertically integrated provider of fresh vegetables in North America. Elyse Lipman, the company's fourth-generation CEO, said holidays like Father's Day are a natural moment to be intentional about every ingredient. "A meal shared around a table — that's where moments become memories. My great-grandparents built this company to take care of their family, and that purpose hasn't changed. It's in everything we do," said Lipman.

From generational expertise in farming to customized solutions for their customers, the company is present at every link in the supply chain, ensuring reliability, care, and trust at every level. Seasonal produce is grown across fields and greenhouses spanning the continent, with regional partnerships under the company's Lipman Local program.

People want to know where their food comes from because they care about their families and what they eat. When we look at produce, it's easy to think of fields, warehouses and trucks. But behind all of it is a family who decided to grow it the right way. This June, as grills and kitchens fire up for Father's Day, Lipman Family Farms invites buyers to know its history and bring it to the table.



[READ MORE HERE](#)

SHOPPER TRUST STARTS IN THE PRODUCE AISLE

[THEPRODUCENEWS.COM](https://www.theproducenews.com)

JUNE 18, 2026

Cheerios are Cheerios. Oreos are Oreos. No matter where you buy them, they are going to taste the same. We all know winning shoppers and shopper loyalty is cultivated in stores' fresh sections — especially the produce aisle. Just how important are these sections? Pretty darn important.

91 percent of consumers surveyed said fresh departments strongly influence whether they trust a grocery store, pointing to produce as one of the clearest signals of store quality. Freshness is still the reason people walk into stores. You can't replicate the look and smell of food that was just prepared through a screen. But shoppers' expectations are rising faster than many retailers can keep up. The grocers who can execute fresh consistently, matching demand with production, labor and inventory in real time, will keep winning trips and loyalty.

In-store advantage is not guaranteed. Respondents cited freshness signals like clean displays, items without visible damage and fresh smell, while also pointing to sold-out fresh items as a recurring frustration that can send shoppers to competitors. As grocery retailers balance margin pressure, labor constraints and expanding online options, the report points to fresh departments as a defining competitive battleground. For many shoppers, fresh is a baseline expectation and it's one of the quickest ways they judge whether the rest of the store is run well.

Fresh essentially works like a real-time report card. When displays are full, clean and clearly maintained, shoppers read it as a sign the store is dependable overall, and they have less reason to second-guess the trip. Over time, that consistency turns fresh departments into a loyalty engine because it reinforces trust on every visit, instead of just when shoppers are comparing options.



[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
family farms



TOMATO SNAPSHOT

FATHER'S DAY DESERVES A REAL COOKOUT. 🍅🍷 MARINATE STEAK AND CHICKEN IN OLIVE OIL, GARLIC, AND YOUR SEASONING OF CHOICE FOR AT LEAST AN HOUR. THREAD ONTO SKEWERS WITH LIPMAN ZUCCHINI, YELLOW SQUASH, AND GREEN BELL PEPPER. GRILL ON HIGH HEAT 3 TO 4 MINUTES PER SIDE UNTIL CHARRED AND COOKED THROUGH. ADD LIPMAN EGGPLANT ROUNDS STRAIGHT TO THE GRATES ALONGSIDE. THAT'S THE WHOLE RECIPE. MAKE A DOUBLE BATCH.

