

JUNE 26, 2026

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CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Roma tomato supplies remain limited in the East, with light volume out of South Carolina and only a few other small pockets of product. South Carolina fruit is showing good size and quality in the final pack, with some shoulder issues being successfully graded out. Those crops are expected to finish in the next 7-10 days just as Tennessee begins harvesting. In the West, supplies are available from both California and Mexico. California is currently shipping out of the Los Banos area, where windy conditions have caused some external scarring to be graded off, but overall sizing is strong, leaning mostly to XL fruit. Volumes should increase heading into July as additional growers come online. In Mexico, Hermosillo has roughly 7-10 days remaining, while both Central Mexico and Baja are in active production. Baja is shifting from early plantings into later ones, with good quality and an anticipated bump in size as new houses start up, and Central Mexico's moderate volumes are expected to continue improving as we move through July.

GRAPE TOMATOES

Grape tomato supplies are tight this week and are expected to remain snug for the next 7-10 days. Eastern volume is primarily coming out of South Carolina, where fields are on the back side of the season; harvests are now coming from later picks, so overall volumes are lighter, but quality and packouts remain good. Virginia is set to begin harvest early in the week, though it will take some time for volumes to build. Supply conditions should gradually improve after the 4th of July as Virginia moves into additional plantings and local deals in areas such as North Carolina and Tennessee get underway. In the West, grape tomato production remains limited, with only light volumes from Central Mexico and Baja. Cooler-than-normal weather in Baja has slowed the usual ramp-up in production, and the market is waiting on new acreage there to come into play.

ROUND TOMATOES

Round tomato production is holding mostly steady as we move into a key transition period. In the East, South Carolina remains the primary shipping area, with Lipman's coastal program continuing crown picks for another 7-10 days before wrapping up as new Virginia crops begin harvesting in the second week of July. A few local growers are just starting with very light volumes that should gradually build through July. Quality out of the East is currently strong with an overall good size range, though supplies of larger fruit are expected to be tighter for about a week as production shifts north. In the West, California's season is ramping up, with nearly all growers expected to be in harvest within the next week; quality has been good so far, and sizing is skewing toward the larger counts. In Mexico, Culiacán is nearly finished, leaving production centered in Baja and Central Mexico. Central Mexico is light on volume this week but should see improved supplies in 3-4 weeks as new houses come online. Baja's volumes are light to moderate with solid quality; once the region fully recovers from recent cooler weather, production should stabilize and remain consistent for the near term.

ORGANIC GRAPE TOMATOES

Recent cooler weather has slowed Baja's organic grape tomato production and overall availability is on the lighter side this week. Baja remains the primary growing region, with additional volume coming from Central Mexico. A new crop is just starting in Baja, which should help improve supplies over the next few weeks as fields come into fuller production. Quality has been acceptable from both regions, with no major issues reported.

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MARKET UPDATES

ENGLISH CUCUMBER

English cucumber volume from Eastern Canada continues at somewhat lower levels this week as several growers move through crop rotations, though overall supplies remain adequate. Western Canada volumes are also a little lighter this week but adequate. Quality is mostly good, with only occasional issues with soft ends being reported.

BELL PEPPERS

Availability of colored bell peppers is lighter overall this week but still adequate to meet current demand. Eastern Canada has entered a seasonal transition between plantings, which is slowing harvests; supplies from this region should begin to improve in about two weeks. Western Canada, by contrast, is seeing strong production with good sizing and very attractive quality, helping to support overall availability. In Central Mexico, high heat and humidity have reduced yields and led to more average quality, but conditions are expected to improve, and we anticipate better quality and slightly stronger volume in the next 10-14 days. We can expect enough product to cover regular programs, with the best appearance and shelf life generally coming from Canada at this time.

MINI SWEET PEPPERS

Conventional mini sweet pepper availability remains very limited and sporadic as we work through a seasonal transition. Central Mexico has crossed a small amount of fruit this week, but volumes are minimal. California field production has also been light, in part due to quality issues that are keeping some product out of the fresh market. Baja is expected to start in a very light way this weekend, but meaningful volume is not anticipated until late July. Until Baja is fully into its crop, customers should expect tight supplies, limited promotional opportunities, and potential day-to-day variability in availability.

GREEN BEANS

Green bean supplies remain tight in the East this week. Georgia's season finished early due to excessive rain, and only limited volumes have been coming from Virginia and North Carolina to date. Virginia's production should improve as growers move beyond the first fields that were impacted by weather, and both Michigan and New York are expected to start harvesting in the next 10-14 days, which should help stabilize supply going into July. In the West, Baja's season has been very slow to get underway, and with only light volume out of Central Mexico, many buyers are relying more heavily on California. Santa Maria and Fresno are in production with light but fairly steady supplies for the short term. Additionally, our Washington State local partner is set to begin shipping this week, which will be a welcome boost for meeting demand in the Northwest region.

ZUCCHINI AND YELLOW SQUASH

Eastern squash supplies are quite scattered this week as production shifts into its typical regional summertime pattern. Fruit is available from Michigan, New Jersey, and North Carolina, as well as most areas in between. Quality ranges by field and growing area but is generally good overall. New Jersey did see some earlier quality concerns, though growers have now moved into new fields, and fruit quality has improved. In the West, both yellow and zucchini squash are coming out of Fresno, Santa Maria, Oregon, and Washington, with additional light volumes from Baja and Central Mexico. Yellow squash quality has been more challenging in the California districts due to scuffing and scarring, but product from the more northern regions is showing better quality.

MARKET MINUTE: SUMMER VEGETABLE GRILLING SEASON IS BACK

THEPRODUCENEWS.COM

JUNE 22, 2026

Fire up those grates and burn off the old food grease as another grilling season gets under way. Whether it's a family gathering or a backyard barbecue party, there's nothing more enjoyable than some roasted fresh vegetables on the grill.

Before cooking, rub a half of a raw potato on the hot grates to create a non-stick surface. You can char-grill all sorts of your favorite veggies. Here is some vegetable market information:

- Zucchini and Yellow Squash: There is a steady supply shipping out of Georgia and California. Good quality.
- Bell Peppers: Good quality on green, red and yellow peppers. The Eastern and Western regions are in a strong demand with a bit of a tighter market. But peppers are still available.
- Onions: Red, white and yellow supplies are steady out of California and New Mexico.
- Tomatoes: Roma tomatoes are best for grilling. Transitioning from Florida to South Carolina and Georgia. Tennessee and Carolina volume will be next by mid-July. Quality is good in all areas.



[READ MORE HERE](#)

6 CREATIVE WAYS TO EDUCATE CONSUMERS ON SUSTAINABLE PRODUCE CHOICES

[PRODUCELEADERS.COM](https://www.produceleaders.com)

JUNE 20, 2026

In today's produce market, consumer awareness of sustainability is steadily growing. Educating consumers on sustainable produce choices not only enhances brand loyalty but also drives market demand. The challenge lies in effectively communicating these concepts in a way that resonates with shoppers. As fresh produce professionals, it's crucial to engage consumers on sustainability. Creative strategies can transform how consumers perceive and value sustainable produce. By doing so, the industry can benefit from increased sales and a stronger market presence. This article explores six innovative approaches to educate consumers about sustainable produce choices. These methods aim to foster a deeper understanding of sustainability, encouraging more eco-conscious buying habits.

Interactive displays can engage consumers right at the point of purchase. These displays should highlight the sustainable practices behind the produce. Use technology to create digital boards that show the story of the produce, from farm to shelf. Include information about the environmental benefits and sustainable farming methods used. QR codes linking to educational videos, touch screens with interactive quizzes, and augmented reality experiences are all interactive elements to engage with the consumer. These interactive elements can captivate shoppers, making the learning process both enjoyable and informative. By installing these displays, retailers can transform a typical shopping trip into an educational experience, promoting informed purchasing decisions.

Digital content is a powerful tool for storytelling. Use it to share the journey of produce from farm to table, emphasizing sustainability at every step. Create engaging content that highlights the farmers, practices, and benefits behind sustainable produce. Utilize various formats like videos, articles, and infographics. Behind-the-scenes farm tours, Interviews with sustainable farming experts, Infographics explaining supply chain impacts. Digital storytelling can make the concept of sustainability relatable and compelling. It helps consumers connect emotionally with the produce, fostering a deeper appreciation for sustainable choices.

Educating consumers on sustainable produce choices is essential for driving market demand and fostering brand loyalty. Each approach outlined here offers a unique way to engage and inform consumers. By implementing these strategies, produce professionals can inspire more eco-conscious consumer behavior, ultimately benefiting the industry and the environment. Innovative education methods can transform consumer perceptions, making sustainability a central aspect of their shopping decisions. Through creativity and commitment, the produce industry can lead the way in promoting sustainable practices.



[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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LOCATION	DATE
📍 Nogales, AZ	July 9th
📍 Manteca, CA & Livermore, CA	July 25th
📍 Dallas, TX	July 25th
📍 Knoxville, TN	August 1st
📍 Phoenix, AZ	August 6th
📍 Hendersonville, NC	August 7th
📍 Edingburg, TX	August 7th
📍 Labelle, FL	August 8th
📍 Immokalee, FL	August 8th
📍 Frederick, CO	August 10th
📍 Hermosillo, MX	August 15th
📍 West Deptford, New Jersey	August 21st



TO VOLUNTEER
reach out to Maria!



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Together, we can help every student start strong.