

JULY 10, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

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Consistent*

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industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato supplies are in a solid summer pattern with multiple regions now carrying the load. In the East, production has transitioned away from Florida and South Carolina and is now centered in Virginia, Arkansas, Tennessee, and North Carolina. Lipman's Virginia crop just started harvesting this week, and early indications on yield, sizing, and quality are all positive. Several additional growers are also underway in the mountain areas of North Carolina and Tennessee, adding to overall availability. Lipman's Tennessee round tomato acreage is scheduled to begin harvest in August, which should nicely complement Virginia's typical seasonal slowdown and help maintain steady supply. Overall, Eastern volumes are expected to be sufficient to meet demand with attractive fruit. In the West, round tomatoes are coming from Baja, Central Mexico, and California. Baja currently has good supplies, with fruit trending to larger sizes, though volumes are expected to ease slightly later in July as some growers finish their seasons. California farms are now fully in production, with Lipman's current focus in the Manteca area. Sizing this week is running large, with the majority of fruit falling into 5x6 and larger. Quality has been strong overall, and while some cosmetic defects such as catface and misshapen fruit are present, these issues are being graded out to ensure clean, customer-ready packs.

ORGANIC ROMA TOMATOES

Organic roma tomato supplies have been sporadic over the past week and look to remain somewhat limited for the next two weeks. Product is currently coming from both Central Mexico and Baja, with the majority of volume in Central Mexico. Overall quality is fair, with reports of puffiness and smaller sizing impacting pack-outs and consistency. Looking ahead, availability should begin to improve toward the end of the month as Baja growers transition into new fields, which is expected to enhance both volume and quality.

ROMA TOMATOES

Roma tomato supplies are in good shape overall, with solid quality reported in both Eastern and Western growing regions. In the East, production is now centered in the mountain areas of North Carolina and Tennessee. Lipman's Tennessee crop has been harvesting for just over a week and is settling into a steady rhythm, with very good quality, strong packouts, and fruit skewing toward larger sizes. Assuming no significant weather disruptions, these fields are expected to provide stable, adequate supplies for at least the next few weeks. In the West, Central Mexico is producing moderate volumes and should maintain steady to slightly increasing production as we move further into July. Baja is contributing light to moderate volumes with excellent quality, though overall availability there is expected to dip slightly as a few growers complete their seasons. California is also rolling into its roma season with moderate, consistent volume. Lipman has transitioned harvest from Los Baños to Manteca; after encountering a bit more scarring than preferred in Los Baños, quality is expected to be sharper out of the Manteca blocks. Collectively, these regions are supporting a balanced roma market with good coverage and attractive fruit.

ORGANIC GRAPE TOMATOES

Organic grape tomato supplies remain light this week, influenced by a tight conventional market and somewhat reduced production out of Baja. Central Mexico is also contributing fruit, and quality from that region is reported as good, helping to support overall programs despite the tighter conditions. As additional plantings come into harvest and Baja begins to regain volume, availability is expected to improve gradually over the next 7-10 days, easing current supply constraints.

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MARKET UPDATES

GRAPE TOMATOES

Grape tomato supplies remain on the snug side, but availability is gradually improving, especially in the East. Lipman has moved deeper into its Virginia program and is now harvesting from additional plantings, which is helping to lift volume. We anticipate production there to stabilize at steady levels over the next week, with quality continuing to show nicely sized, attractive fruit. Additional support is coming from more regional and local programs ramping up in Tennessee and North Carolina, and as these fields come into fuller production, the industry should see modest but meaningful increases in overall Eastern supply over the next few weeks. In the West, grape tomato volume remains limited, with most supply concentrated among a single major grower in the Baja region and only small supplemental shipments out of Central Mexico. Quality from these Western sources has been running fair to good, with no widespread issues but some variability that requires normal QC attention. While Baja may see a slight uptick in production, overall Western availability is expected to remain relatively light and stable, keeping the market somewhat tight.

MINI SWEET PEPPERS

Mini sweet pepper availability remains extremely limited this week, with very light supplies coming out of Central Mexico—insufficient to meaningfully improve overall availability. California is also harvesting minis; however, ongoing quality concerns are keeping much of this fruit out of most retail programs. Baja remains the key region to watch for near-term relief. While there have been a few minimal early harvests, volumes are not yet at a level to ease current tightness. Production out of Baja is not expected to strengthen for another two weeks, so overall supply is likely to remain very constrained in the short term.

CHILE PEPPERS

Chili pepper supplies are in a scattered, transitional phase in the East, with production spread across small pockets rather than concentrated in a few major regions. This means not all varieties are available in every area, creating some sourcing challenges for full chili programs. A few jalapeños remain in Georgia, and North Carolina is producing light volumes, also weighted mostly toward jalapeños. Additional relief is expected as new crops in Michigan and key Northeastern states—New York and New Jersey—come online over the next few weeks, which should bring more consistency and broaden variety options. In the West, chili peppers are primarily coming out of Baja, California, and Central Mexico. Central Mexico currently has most varieties in play, with the notable exception of Anaheims, but recent week-long rains have weighed on quality, leaving condition in the fair-to-good range and requiring closer inspection at receiving. Baja also offers most key varieties, but overall supply levels there are light at this time. Together, these regions are keeping the market covered, but one should continue to plan carefully around variety availability and regional quality differences until new crops are fully established.

WATERMELON

Watermelon harvests in South Carolina will continue for a few more weeks, tapering off around the July 25th, weather permitting. Overall quality is average to good, with only a few isolated issues reported and no widespread concerns at this time. Toward the end of July and into early August, Lipman's production will transition to Indiana, where supplies are projected to be strong and well-positioned to carry seasonal demand.

SUMMER 2026 REPORT TAKES A DEEP DIVE INTO THE PRIVATE LABEL TREND

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

JULY 2, 2026

Private labels remain a fixture of the US consumer food basket and have outpaced national brand growth over the past year. Based on two surveys, 95% of consumers buy private labels, with 69% saying they purchase the brands on most or every shopping trip.

Why are shoppers drawn to private label products? The report identified three drivers: The majority of consumers polled deem private brand prices (98%), overall value (96%) and quality (88%) as the same as or better than those of their brand-name counterparts.

Overall store brand performance has edged up even in a slow-growth packaged foods market. Reflecting the pressures on consumers, 59% of survey respondents said they're struggling to make ends meet financially, up 11% year over year. In turn, the same percentage report being more loyal to price than to brands or retailers. Still, private labels have become key differentiators for retailers.

Private labels, too, have become a primary option for many shoppers focused on health and wellness. Of consumers polled, 93% said private brands are the same as or better than national brands in terms of products that fit their lifestyles. Eighty-seven percent had the same view for store brands when it comes to choosing products with better-for-you ingredients. Similarly, 37% said nutrition-related packaging claims would make them more apt to try a new or different private label product.



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RETAILERS PRIORITIZING AFFORDABILITY, HEALTH AND WELL-BEING OPTIONS FOR CONSUMERS

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

JULY 10, 2026

Despite macroeconomic challenges, the food industry is leading in new technology implementation, offering more consumer-friendly in-store experiences and providing more options to help Americans reach their health goals.

Food industry executives are focused on five key strategies for success — grappling with today's volatile macro landscape, addressing customers' needs from health to value, optimizing the shopper experience, tapping into new technologies to fuel progress and bolstering business resiliency in the face of this changing landscape.

Two-thirds of shoppers feel their diet could be healthier. The food industry is meeting consumers' health and well-being goals by providing improved access to products and services that support healthy living. 76 percent of food retailers focused on nutrition, health and well-being, and 74 percent emphasized products with beneficial nutritional attributes. Suppliers are also cognizant of consumers' increasing prioritization of healthy options, with half of suppliers noting that this change is a positive for their businesses. Additionally, 76 percent of suppliers focused on products with beneficial attributes for health and well-being, and 67 percent of those suppliers reported success.

The investment food retailers and suppliers are making to ensure robust grocery shopping experiences is significant. Even with tight profit margins, research finds food retailers and suppliers are investing in improved store space for key departments, customer service excellence, high-quality fresh foods and local products, as well as technology enhancements with a focus on efficient operations and frictionless grocery shopping experiences.



[READ MORE HERE](#)

UPCOMING EVENTS:



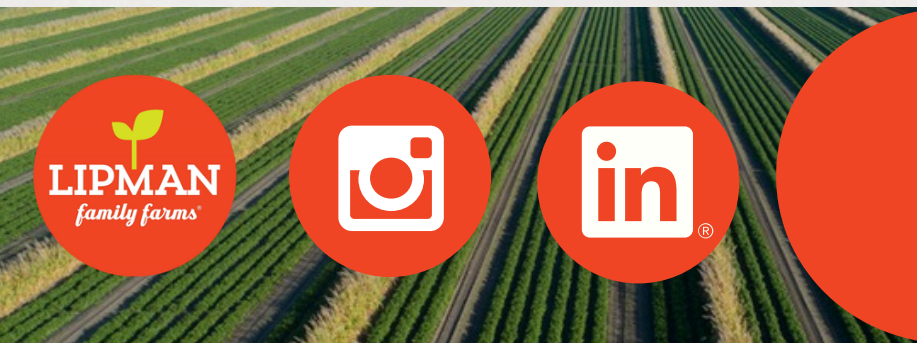
CLICK HERE TO LEARN MORE ABOUT OUR UPCOMING BACKPACK GIVEAWAYS

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/>



TOMATO SNAPSHOT

CALLING LIPMAN A TOMATO COMPANY IS LIKE CALLING A FARM A FIELD. TECHNICALLY TRUE, AND IT MISSES ALMOST EVERYTHING.

FIVE GENERATIONS AGO, THIS WAS A FLORIDA TOMATO OPERATION. TODAY IT IS A NETWORK OF GROWERS, FRESH-CUT PROCESSORS, AND DISTRIBUTORS THAT REACHES ACROSS NORTH AMERICA AND DOZENS OF COMMODITIES, BUILT TO MOVE FRESH PRODUCE FROM THE GROUND TO THE SHELF WITHOUT LOSING A DAY OF FRESHNESS.

