

JULY 17, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

*Reliable &
Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Eastern round tomato supplies are holding at moderate levels, despite several weather-related interruptions over the past week as typical summer patterns settle in. Recent rains have put some pressure on quality, so extra care at the packing stage has been needed to ensure only the right fruit makes it into retail programs. As we move past the rain-affected lots, quality is expected to improve. Virginia is currently one of the stronger production regions and should remain so for another 1–2 weeks before tapering off to minimal volumes through August. Overall supply, however, should stay adequate as Lipman's Tennessee round crops ramp up and various local deals continue to produce. In the West, California farms are delivering good volumes after a post-Fourth of July flush, with growers now in a more steady harvest pace; sizing is mostly large and quality has been strong. Baja, Mexico is also supporting the market with good supplies of large, high-quality fruit. Central Mexico is currently working through existing acreage at lighter volumes but should see a noticeable uptick in production in the next few weeks.

GRAPE TOMATOES

Grape tomato production has settled into a steady rhythm in Virginia, where multiple plantings are now being harvested and overall quality remains very good despite occasional weather interruptions. While Virginia is the main production hub, additional pockets of supply are coming from programs in the Northeast, South Carolina, North Carolina, and Tennessee, adding some regional support. In Mexico, supplies remain light and concentrated among a few growers. Central Mexico is expected to see reduced volumes through the remainder of the month, but production out of Baja should gradually improve as new fields come into play.

ROMA TOMATOES

Roma tomato supplies have remained adequate in the East, even with recent weather events limiting harvest windows. Lipman's Tennessee program has been producing good sizing and quality, with only some rain-related cosmetic issues needing to be graded out. Production is expected to stay relatively steady, and overall quality should improve as we move beyond the rain-affected picks. Additional pockets of supply are available in the Carolinas and a few other areas as local programs move into their production stride. In the West, California's San Joaquin Valley has enjoyed above-average growing conditions, resulting in favorable yields and consistent supplies; as Lipman's harvest has moved farther north, both sizing and quality have improved. In Mexico, roma production is currently led by Baja, where fruit quality and sizing have been very strong, though volumes are expected to ease slightly over the next several weeks as some growers finish for the season. Central Mexico is also in production and anticipates volume increases in the near term, which should help support overall market availability.

ORGANIC ROMA TOMATOES

Organic roma tomato supplies Continue to be on the light side and somewhat sporadic. It's mostly a Central Mexico deal at this point, but we will see new crop coming out of Baja in 2–3 weeks. 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 start new fields, which is expected to enhance both volume and quality.



MARKET UPDATES

COLORED BELL PEPPER

Red, yellow, and orange bell pepper volumes are slightly lighter this week but remain sufficient to cover current demand. Extreme heat in Canada is expected to tighten production and result in smaller sizing over the next few weeks, and the rapid ripening brought on by this heat may also put some pressure on overall quality. In Central Mexico, frequent rainy weather has raised some concerns about color development, although production levels themselves have held steady. Lipman's Central Mexico crops remain in a strong position, with good quality and a flush of volume anticipated this week. Western Canada has seen some mild quality issues tied to the weather, but overall quality and sizing remain consistent, helping to support the market despite regional weather challenges.

CUCUMBERS

Eastern cucumber supplies are currently light to moderate but are expected to improve over the next 7-10 days as one of the larger Michigan growers comes online. For now, product is available out of Michigan, New Jersey, New York, Canada, and a few additional local pockets, though New Jersey's season is set to taper off in the coming days. In the West, Baja continues to be the primary source, with characteristically strong quality and volumes now beginning to pick up, which should help support more consistent overall availability.

WATERMELON

Watermelon harvests continue in multiple areas with Lipman's current production in South Carolina where harvests are expected to finish up later this week. Quality has stayed strong and sizing is mixed between 45 and 60 ct fruit. Just as we finish up in South Carolina, the Indiana crop will get underway. Early reports indicate that the crop is strong and should provide good yields and quality for August and most of September.

CHILE PEPPERS

Eastern chili pepper supplies are generally light this week, with the exception of jalapeños, which are in more moderate supply as many growers prioritize this variety. Most volume in the East is coming from scattered local programs rather than large, centralized growing regions, and habaneros in particular are especially tight. Michigan is expected to come online in the next two weeks and should offer a more complete chili assortment once it starts. In the West, a full line of chilies is available out of Baja and California, where overall quality has been strong and is expected to remain so, weather permitting. In the Pacific Northwest, our Washington state local partner has begun harvesting tomatillos and will add jalapeños this week, bringing another regional option into the mix.

HARD SQUASH

Hard squash supplies are running light to moderate in the East, coming from a handful of small pockets and one larger regional program that's in full summer production. Additional Eastern and Northeastern growers are expected to start in early August, with more farms and stronger volumes building as we move into the fall season. In the West, supply is split between California and Mexico. A bit of butternut with acceptable quality is still shipping from Mexico, but most movement has now shifted to Fresno, where all four major varieties are available. Washington State is slated to begin harvesting in August, which will add a convenient regional option for customers in the Pacific Northwest.

LIPMAN CELEBRATES 10 YEARS OF GROWN TRUE ORGANICS

THEPRODUCENEWS.COM

JULY 14, 2026

Lipman is celebrating 10 years of its Grown True Organics brand at Organic Produce Summit in Monterey, CA, July 14-16. When Grown True and the Organic Produce Summit launched in 2016, organic produce was emerging as a mainstream, mass-market grocery category. Sales were roughly half the \$22.7 billion reported in 2025 by the Organic Trade Association. Today, organic produce is a retail mainstay that leads the entire organic category in sales.

"The growth in organic produce sales is proof that people truly care about nutrition, what they eat and how they feed their families," said Elyse Lipman, CEO of Lipman Family Farms. "The idea that food is medicine is real, and we build our business to make produce an easy, everyday choice."

In booth No. 209 at the Organic Produce Summit, Lipman is promoting Grown True organic tomatoes, cucumbers, zucchini and peppers in retail-ready two-count and three-count packs. The display also includes the brand's compostable packaging, part of Lipman's commitment to reducing environmental impact across the supply chain. Much of the Lipman product lineup is available under the Grown True organic label and available nationwide.

As the industry matures, the challenges of organic look like those of conventional produce, and Lipman has been innovating to handle those pressures for decades.



[READ MORE HERE](#)

PRODUCE POWERS FOODSERVICE

[PRODUCEBUSINESS.COM](https://www.producebusiness.com)

JULY 13, 2026

Fresh fruits and vegetables are no longer relegated to garnish, add-ins, or supporting roles on restaurant plates. That became clear when we reached out to nearly two dozen movers and shakers across the produce sector, from grower-shippers and marketers to distributors, wholesalers, commodity boards, industry experts and chefs. We asked a simple question: What are the biggest macro trends shaping dining away from home today, and where does fresh produce fit in? Some answers were expected. Others were surprising. Together, they paint a revealing picture of produce's growing importance on the plate and the trend-driven opportunities ahead.

The biggest driver is the shift toward health and wellness. Nearly 40% of consumers say they are more likely to purchase from foodservice venues offering healthy, better-for-you prepared meals — a figure that rises to 43% among Gen Z and 42% among Millennials.

Health-conscious diners are also looking for foods that offer more than just good nutrition. Fresh fruits and vegetables are increasingly viewed as functional foods, providing benefits such as fiber, hydration, freshness, satiety, and recovery while still delivering great flavor.

At the same time, restaurants continue to face labor shortages and rising operating costs. To improve efficiency while maintaining quality, many operators are turning to fresh-cut, pre-washed, and value-added produce, allowing them to reduce preparation time without sacrificing freshness or presentation.

Consumers are also seeking more exciting dining experiences. Global flavors, seasonal ingredients, and visually appealing dishes are creating new opportunities for fresh produce to take center stage across menus. Produce brings color, texture, flavor, and versatility while helping restaurants create meals that feel fresh, memorable, and innovative.



[READ MORE HERE](#)

UPCOMING EVENTS:

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/>

SEPTEMBER 9 - 12

SEPC SOUTHERN INNOVATIONS

MUSIC CITY CENTER

NASHVILLE, TN

COME VISIT US AT BOOTH 614!

<https://seproducecouncil.com/events-networking/southern-innovations/>



CLICK HERE TO LEARN MORE ABOUT OUR UPCOMING BACKPACK GIVEAWAYS



TOMATO SNAPSHOT

A DAY IN THE GREENHOUSE STARTS EARLIER THAN YOUR ALARM. 🕒 🌅 MEET ALBERT JANSSEN, ONE OF OUR GREENHOUSE GROWERS, AND SEE WHAT IT REALLY TAKES TO GET FRESH PRODUCE GROWING RIGHT. SPOILER. IT IS A LOT MORE THAN SUN AND WATER.



MEET

ALBERT JANSSEN

Head Grower / General Manager Suntastic Greenhouse

