

JULY 24, 2026

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

The current crop outlook for fresh-market roma tomatoes is favorable, with solid supplies and generally good quality in both Eastern and Western producing regions. In the East, production is centered in Tennessee and North Carolina, where Lipman is actively harvesting. Despite some rain-related interruptions, volumes have remained steady with slightly above-average packouts. This week's harvest includes a mix of crown and second picks, resulting in a good range of sizes; quality is strongest on the larger fruit but remains acceptable across all sizes. Similar production levels are expected over the next few weeks, assuming no major weather disruptions. In the West, California's San Joaquin Valley has benefited from favorable growing conditions that are supporting above-average yields and consistent availability. Lipman is harvesting daily, with clean fruit and a sizing profile that is predominantly extra-large. Baja continues to supply good volumes, though a modest decline is anticipated as early-start growers wind down; sizing there also leans to larger fruit. Central Mexico remains an important contributor, with steady shipments out of Jalisco, Nuevo León, and San Luis Potosí helping to round out overall roma supply and maintain stable market conditions.

GREEN BEANS

Green bean production has stabilized in the East, with Michigan and New York now providing the majority of volume and only a few smaller local deals supplementing supply. Quality has been mostly good overall, though a few isolated lots have shown issues and are being monitored. In the West, supplies are slightly lighter this week as Baja, Santa Maria, and Brentwood have all experienced reduced production. Quality out of Baja has been below ideal, but new fields are set to start next week, which should help improve both volume and quality.

ROUND TOMATOES

The current crop outlook for fresh-market round tomatoes is stable, with adequate volumes in both Eastern and Western regions and generally good quality, despite some ongoing weather-related challenges. In the East, supply is distributed across multiple local and regional programs in states such as Alabama, North Carolina, and Tennessee, with Lipman's Virginia crops contributing steady volumes. Virginia production is expected to hold at current levels for about two more weeks before slowing ahead of the Fall plantings. Sizing has been evenly distributed and overall quality remains good, though heat and rainfall have impacted packouts in several areas, requiring continued careful sorting and packing as high temperatures and typical summer weather disturbances persist. Lipman's Tennessee round tomato crops are just about to begin in earnest; only small volumes have been harvested so far, with the main production expected to ramp up in roughly two weeks, coinciding with Virginia's slowdown and helping to maintain continuity of Eastern supply. In the West, the round tomato situation mirrors that of romas, with California delivering good yields, large sizing, and strong quality, supported by solid supplies of larger fruit from Baja and light to moderate volumes from Central Mexico. Central Mexico's output is expected to increase in the next 10–14 days as growers move into new fields, which should further bolster Western supply and keep the overall market well balanced.

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MARKET UPDATES

MINI SWEET PEPPERS

Conventional mini sweet pepper availability has finally returned to consistent, adequate levels. Baja is now in steady production, supported by supplemental volumes out of California and Central Mexico. Overall quality has been good, with firm fruit and solid color, though some lots from newer plantings are showing a slight green cast. Looking ahead, local production in Washington state is expected to come online in 2–3 weeks, which should further strengthen supplies and provide additional regional options.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash production is seasonally widespread across the East, with newer volume now coming from Canada, New York, and Michigan, alongside ongoing harvests from numerous northern and southern growing regions. As is typical for this time of year, quality varies by area and individual farm, with recent rain and heat creating some pressure on appearance and shelf life in certain lots. In the West, supplies are a bit tighter this week as Baja and Santa Maria growers move out of older fields due to quality and depressed markets. New blocks in Santa Maria are still a few weeks away, so reduced Western volume is likely in the short term. Our Washington state partner will continue to harvest for about two more weeks, and quality from this region has been solid, and will help to support overall supply during this period.

MINI CUCUMBERS

Mini cucumber availability has improved this week as Western Canada returns to better production after a recent slowdown. Overall supply is now in the moderate range, supported by additional volume out of Baja and Central Mexico. Quality has also taken a positive turn, with fruit arriving fresher and only minimal shriveling reported, helping ensure more consistent packs and stronger shelf life at destination.

GRAPE TOMATOES

The current crop outlook for fresh-market grape tomatoes is stable, with steady, modest volumes in the East and West. In the East, overall volumes have been a bit lighter for most, but Lipman's Virginia farms have maintained a consistent harvest pace. Earlier weather-related challenges led to lighter-than-desired packouts, though these have begun to improve as fields recover and quality stabilizes. Other Eastern growers are also catching up, and combined production should support a more reliable and steady supply over the next few weeks. In the West, Central Mexico is forecasting steady but modest grape tomato volumes through the near term, while Baja is expected to maintain consistent production levels as we move into August. Together, these Western supplies are providing a dependable flow of product to complement Eastern output and keep overall market conditions balanced.

CUCUMBERS

Cucumber supplies in the East have shifted north, with Michigan, New York, Ohio, and Pennsylvania now providing the bulk of volume. Michigan remains on the lighter side this week, as a key grower delayed their start until early next week, but production is expected to ramp up over the next 7–10 days. In the West, Baja continues to be the primary production region, offering reliable supply with consistent quality expected for at least the next several weeks. Additional volume from Central Mexico and Washington state is helping to round out overall availability, supporting a stable market with multiple sourcing options.

LIPMAN OFFERS FIRST TASTE OF ITS FRESH-COOKED SALSA

PERISHABLENEWS.COM

JULY 22, 2026



Lipman Family Farms is ready to introduce its new, fire-roasted salsa offering at IFPA Foodservice Conference in Monterey, CA.

Available as a co-manufactured and private-label product, Lipman salsa delivers straight-from-the-source, farm-fresh quality. The custom recipes are made with tomatoes grown on Lipman farms, and the fresh salsas are roasted fresh at Lipman's facility, with no preservatives or unnecessary ingredients. This new service expands the company's vertically integrated business model from growing, packing, fresh-cut and distribution to processing, fresh salsa at a scale that's right for foodservice.

With Lipman's culinary partnerships, they can help foodservice operators design or innovate fire roasted recipes. "With new capabilities and collaboration with foodservice clients and culinary partners, we've taken our operations from the field to the roaster," said Elyse Lipman, CEO of Lipman Family Farms. "We grow tomatoes, pack them, prepare them, and now we can cook them. The seamless control over every step gives customers quality and consistency that's critical in foodservice and beyond."

[READ MORE HERE](#)

WE ASKED A DIETITIAN WHAT THE BEST SUMMER SUPERFOOD IS

[HEALTH.COM](https://www.health.com)

JULY 14, 2026

Summer is one of the best seasons for fresh produce. While many fruits and vegetables are rich in vitamins, minerals, and antioxidants, tomatoes—which star in summer dishes—stand out among other summer superfoods when it comes to nutrients and health benefits. Here’s why tomatoes are one of the best summer superfoods you can eat.

Tomatoes are high in several vitamins and minerals, including vitamin C, a nutrient that acts as a powerful antioxidant in the body and plays important roles in immune health and collagen production. A cup of cherry tomatoes packs over 45% of your daily vitamin C needs. Tomatoes also offer smaller amounts of potassium and vitamin A. Potassium is essential for fluid balance and muscle health, while vitamin A is necessary for immune health, antioxidant protection, and healthy vision. A cup of cherry tomatoes delivers around 8% of your daily needs for both of these nutrients.

Tomatoes are one of the most hydrating fruits you can eat, containing about 92.5% water by weight. While drinking water throughout the day is the best way to stay hydrated on hot summer days, choosing water-rich foods, such as tomatoes, can also help you meet your hydration needs.

A cup of cherry tomatoes contains 3.2 grams of fiber, making them a good snacking choice for those who want to boost their fiber intake. Fiber supports digestive health and can help you feel fuller after eating. Surprisingly, tomatoes are higher in fiber than many other summer favorites, like watermelon, pineapple, and peaches.



[READ MORE HERE](#)

UPCOMING EVENTS:



CLICK HERE TO LEARN MORE ABOUT
OUR UPCOMING BACKPACK GIVEAWAYS

SEPTEMBER 9 - 12

SEPC SOUTHERN INNOVATIONS

MUSIC CITY CENTER

NASHVILLE, TN

COME VISIT US AT BOOTH 614!

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

OCTOBER 15 - 17

IFPA GLOBAL PRODUCE & FLORAL SHOW

ORANGE COUNTY CONVENTION CENTER

ORLANDO, FL

COME VISIT US AT BOOTH 1873!

<https://www.freshproduce.com/events/the-global-produce-and-floral-show/>



TOMATO SNAPSHOT

GOOD FROM THE
GROUND UP MEANS
GIVING BACK TO THE
GROUND WE STAND ON.
HERE IS A RECENT
MOMENT WITH THE
LIPMAN BACKPACK
GIVEAWAY EVENT THAT
REMINDED US WHY
COMMUNITY IS ONE OF
OUR ROOTS, NOT A SIDE
PROJECT.

