

JULY 3, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

*Reliable &
Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

The current round tomato market is in transition, with Eastern production shifting from Quincy and South Carolina—both now wrapping up—toward Virginia and various homegrown programs in Tennessee, North Carolina, and neighboring areas. Hot weather in these regions is expected to accelerate crop maturity. In the West, California's San Joaquin Valley is in full swing with strong volumes of round tomatoes. Quality is generally good, with only the typical scarring-related grade outs that are common in California fields. Lipman is scheduled to begin additional Western crops in the next few days, which should further bolster supply. Central Mexico is contributing some fruit, but volumes remain light and are not expected to increase significantly until new greenhouse blocks come into production in approximately 3–4 weeks. Baja is also actively harvesting from multiple growing areas, with San Quintín currently focused on larger-sized fruit and reporting good overall quality.

GRAPE TOMATOES

Grape tomato supplies remain quite limited in the East this week as South Carolina has finished for the season and Virginia is only just beginning with light volumes. A few small local pockets of product are available, but not enough to materially improve overall supply. As Virginia moves into additional plantings and more local programs come online, volumes should begin to improve; however, supplies are expected to remain snug for the next 7–10 days. In the West, only a few farms in Baja and Central Mexico are currently harvesting grape tomatoes. Baja is waiting on new fields to break, and volumes there are projected to stay steady to light until those new blocks come into production. Overall, the grape tomato market is tight in both regions in the near term.

ROMA TOMATOES

Roma tomato supplies are in transition this week. In the East, South Carolina's roma production is in its latter days: crown picks are finished, and remaining harvest will be mostly seconds destined for processing. Tennessee has officially started harvesting this week and will be the primary driver of Eastern volume as it moves further into its crops, with additional support expected as western North Carolina comes online. Supply is a little light at the moment but should gain momentum over the next 1–2 weeks as these newer regions ramp up. In the West, roma tomatoes are coming from Baja, Central Mexico and California. Some of the early Baja growers are winding down, but new houses are now harvesting, producing mostly larger-sized fruit with very nice quality. Overall volumes from Baja are expected to trend lighter in a few weeks, but supply should remain consistent at these new, somewhat lower levels. In Central Mexico, multiple growing areas have product available, and we expect consistent volume through July, providing an additional sourcing option and helping to balance overall supply. California is in full production, with Lipman's current harvest centered in the Los Baños area. Sizing has been running on the larger side, and quality has been good overall, though we are seeing some grade-outs due to scarring. We will transition to the Manteca crops in the next week, bringing fresh fields into play and helping maintain stable quality and supply for our customers.

ORGANIC ROMA TOMATOES

Organic roma tomato supplies have tightened and are expected to remain limited for the next few weeks. Product is currently coming from both Central Mexico and Baja. 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.

CONTINUED ON NEXT PAGE



MARKET UPDATES

BELL PEPPERS

Bell pepper supplies remain limited and somewhat scattered in the East. Georgia is effectively finished for the season, and newer crops in New Jersey and North Carolina have not yet fully ramped up. Eastern North Carolina production has been stressed by recent heat, resulting in light volumes and impacting size structure, with very limited availability of extra-large fruit. New Jersey has just begun harvesting, and there are also various smaller local deals in southern states contributing additional volume. Quality has shown recent improvements as most fruit is coming from newer fields. In the West, Bakersfield has wrapped up and production has transitioned to the Fresno area. Current volumes out of Fresno are only fair but are expected to improve in the coming weeks as fields move into peak production. Washington State is projected to come online around late July to early August, which should provide additional support to overall supply.

CUCUMBERS

Eastern cucumber supplies are on the lighter side this week as production continues to transition from southern to more northern growing regions. Georgia and eastern North Carolina have finished for the season, and current volume is coming primarily from New Jersey and Michigan, with New York expected to come online soon. New Jersey is producing moderate volumes with mostly good quality, while Michigan is just getting started and will build volume over the next couple of weeks. New York farms are projected to begin harvesting in the next 7-10 days, which should help improve overall Eastern supply. On the Western side, supplies are also on the lighter side. Baja's typically strong production has been slowed by recent weather, but volume is expected to rebound once plants have time to recover, and quality there remains good. Washington State is contributing moderate volumes; however, their fruit won't work for all retailers.

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 2-3 weeks, so overall supply is likely to remain very constrained in the short term.

GREEN BEANS

Green bean supplies have been very snug in the East over the past week, with Georgia now finished and newer growing areas slow to ramp up. North Carolina has only had limited volume, and Virginia's start has been somewhat bumpy, with inconsistent harvests. Supply is expected to improve as early as next week as New York and Michigan come online, which should help ease the current tightness and provide more consistent availability. In the West, green bean volume is primarily coming out of Baja, although we have seen some quality issues there this week and are monitoring those fields closely. Additional light supplies are available from Fresno and Santa Maria, helping to supplement Western demand. New crops in eastern Washington are now online and should be sufficient to handle regional demand, with quality reported as very good so far.

LIPMAN FAMILY FARMS BRINGS SUSTAINABLE PACKAGING INNOVATIONS AND ORGANIC OPPORTUNITIES TO OPS

[ANDNOWUKNOW.COM](https://andnowuknow.com)

JULY 1, 2026

It's always exciting to hear what our industry friends have in store for the Organic Produce Summit (OPS)! Innovations in sustainable packaging and opportunities for organic growth will headline Lipman Family Farms' 2026 showcase, Chief Executive Officer Elyse Lipman shared.

"At OPS, we're excited to share our compostable packaging along with fruit and vegetables from our Grown True organic label," Elyse shares. "This includes tomatoes, cucumbers, zucchini, and peppers. With sustainability remaining a key focus throughout the industry, our compostable packaging reflects our commitment to making better products and supporting future generations by minimizing environmental impact."

One of Lipman Family Farms' key strengths is the company's long-established track record in farming and procurement. "The operational foundation we have is deep, with R&D, logistics and distribution, field and greenhouse growing, packing and repacking facilities, fresh-cut capability, and more," Elyse explains. "Altogether, we can provide a reliable year-round supply for our customers. With operations located across North America, we are well-positioned to support the organic category nationwide."

Bolstered by this strong operational foundation, Lipman continues to carve out growth opportunities in the organic space. "The opportunity to grow the organic category in the United States is strong, particularly during the winter months when locally grown organic produce is less available. All the advantages we offer as a vertically integrated grower enable us to support a steady supply as demand rises or when availability in a specific region changes," Elyse adds.

"We look forward to connecting with the organic produce community in Monterey every year," Elyse continues. "OPS is a great opportunity to connect with like-minded industry professionals who are advancing the organic category. It's the ideal place to exchange ideas and gain insight that you can take back to your business."



[READ MORE HERE](#)

WHY FROM-SCRATCH COOKING IS A RADICAL CHOICE IN 2026

[RESTAURANTDIVE.COM](https://www.restaurantdive.com)

JUNE 29, 2026

Somewhere along the way, restaurants stopped cooking. Not entirely, of course. But little by little and for many different reasons, our industry has outsourced many of the fundamental skills that once defined professional kitchens: butchering meat and fish, making stock, making ice cream, building sauces, preserving produce. In 2026, cooking from scratch is no longer the standard — it's becoming the exception.

Rising food and labor costs, paired with an uncertain economy, make every single penny count. Technique has become more valuable than ever, not just as a point of pride, but as a way to maximize ingredients, reduce waste and control costs.

Culinary school can introduce chefs to the fundamentals at a basic level but it is essential to practice thousands of times to begin to understand the true nature of food and flavor. Teaching these skills comes at a cost. Buying whole fish so cooks can learn to butcher them — and then using the bones for stock — may lower food costs, but it significantly increases labor. When cooks handle ingredients in their whole form, they develop a deeper respect for them. It's harder to waste a fish when it's staring back at you on the cutting board. This style of cooking also strengthens our connection to the farmers and fishers we rely on, pushing us to choose ingredients that challenge and teach our team.

From-scratch cooking teaches more than recipes. It builds problem-solving, prioritization and confidence, skills that are often lost in systems built around prepackaged ingredients and passive execution. Another benefit of this cooking style is transparency; we know exactly what goes into the food. There are no hidden additives we can't pronounce. Creating an environment where cooks are constantly learning, improving and being challenged. Doing things the hard way isn't efficient. It isn't cheap. But in 2026, it might be the most important choice a restaurant can make.



[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

THE FRESHEST THING
ON YOUR 4TH OF JULY
TABLE WILL NOT COME
FROM A BOX. 🇺🇸 THIS
RED-WHITE-AND-FRESH
CAPRESE SALAD USES
LIPMAN TOMATOES. FIVE
INGREDIENTS, TEN
MINUTES, ZERO STRESS.

RED, WHITE & FRESH CAPRESE SALAD

5 Ingredients | 10 Minutes | Zero stress

