

JULY 31, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

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Consistent*

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industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Roma tomato supplies are generally strong, with good availability on both coasts. In the East, volumes are solid, anchored by Lipman's Tennessee production, which is providing a key center of supply and showing good quality and larger sizing despite periodic rains. Additional, smaller regional deals in areas such as North Carolina are supplementing the overall eastern supply base. In the West, most roma volume is coming from California, Baja, and Central Mexico. California growers have an excess of supply as demand has been somewhat soft; fruit quality is good and firm, with sizing moving from predominantly larger counts toward a more typical size profile. Some gold fleck is being observed, which is common for this growing area but not currently a major quality concern. Baja is offering moderate volume and expects consistent, though reduced, mid-summer output due to lower planted acreage. Central Mexico is forecasting steady production over the next few weeks, but export volumes may fluctuate if growers choose to keep more fruit in their domestic market in response to pricing and demand.

GRAPE TOMATOES

Lipman's grape tomato program in Virginia is producing at a steady pace, with multiple plantings currently being harvested and average yields overall. Some rain-related defects are leading to moderate grade-outs, but the final packs have nice quality. Additional pockets of Eastern supply from regions such as Tennessee and North Carolina are contributing to an overall adequate, though not abundant, supply position in the East. In the West, grape tomato volumes are primarily available from Baja and Central Mexico, where supplies are holding at moderate levels. Barring any significant shifts in weather, both regions are expected to continue at similar volume and quality levels for the next several weeks.

ROUND TOMATOES

Round tomato supplies are currently adequate, with consistent availability in the East supported by numerous local programs stretching from Alabama to Ohio and additional volume expected as New York and Michigan come into season. Key production continues in Virginia, where Lipman acreage is being actively harvested. Despite intermittent rain, overall quality remains good with sizing skewed toward larger fruit. The last summer planting will begin harvests this weekend, after which Virginia production is expected to dip to minimal levels through the remainder of August before Fall crops come online in September. Tennessee already has round tomatoes in the market, and Lipman will start harvesting new fields there next week, helping ensure a smooth supply transition. In the West, round tomatoes are available from California, Baja, and Central Mexico. California volumes are strong with both mature green and vine-ripe fruit available. Quality has been nice at harvest but some reported shelf-life concerns currently favor placement in closer markets. Baja is offering moderate to good supplies of large, high-quality fruit, though volume is expected to lighten until Fall plantings begin. Central Mexico has moderate availability with fair quality, as ongoing rain and heat have negatively affected overall condition.

ENGLISH CUCUMBERS

English cucumber supplies are a bit lighter this week though availability is adequate to cover demand. Quality is running from average to good overall, with most product arriving sound; however, some lots are showing occasional softness and may require touch-up grading. Western Canada's production has been consistent and quality has improved from recent weeks.

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MARKET UPDATES

CHILE PEPPERS

Eastern chili pepper supplies are mostly adequate but highly fragmented, with availability coming from several small local programs rather than a few large-volume regions. Chili peppers are being harvested across North Carolina, Kentucky, Tennessee, and New Jersey creating a patchwork of supply that meets demand for most items but does not yet feel abundant. New programs in New York, Pennsylvania, Ohio, and Michigan are scheduled to come fully online over the next few weeks, and as these areas ramp up, Eastern volume and variety should become more consistent and well-rounded across markets. In the West, production is focused in Central Mexico, Baja, and California, with Baja currently offering the most consistent overall volume among the Western regions. An important exception is habaneros, which remain in short supply for now; new habanero crops are expected to come online in a few weeks, which should ease the current tightness. Western supply is being further supported by Washington state, where new local crops are underway—jalapeños and tomatillos are in active production, with additional chili varieties projected to start harvesting over the coming week, helping to diversify and stabilize regional availability.

COLOR BELL PEPPERS

Colored bell pepper supplies are strong this week, with both Eastern Canada and Central Mexico in a flush of red, yellow, and orange fruit. Overall quality and sizing options are good, supporting ample availability in the near term. Both of these regions, however, are anticipating a modest supply gap in the coming weeks once current flush volumes work through the distribution system, so plan for some tightening ahead. Western Canada remains in mostly steady production and is not currently forecasting a gap, though there have been occasional short supplies specifically on yellow bells. Quality across all regions is solid, provided the product is fresh.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash supplies in the East are a bit lighter than in recent weeks, but scattered production across multiple growing areas is still sufficient to cover current demand. Recent rains in several regions have put some pressure on quality, with more variability lot to lot, though overall volume remains workable. Michigan, typically a key summer supplier, is off to a slower-than-usual start due to weather; however, production there is expected to increase as fields advance, which should help strengthen Eastern availability. In the West, new fields in Santa Maria are coming into production and are anticipated to deliver both good quality and solid volumes. Additional squash supplies continue out of Baja, Fresno, Washington, and Oregon, though our Washington local partner will wind down this week, slightly tightening Northwest-specific options while broader Western supply remains stable.

WATERMELON

Watermelon production is in summer mode, active across several growing regions, with good availability. Lipman has now finished its South Carolina summer crops and has just begun harvests in Indiana this week. The first Indiana planting is expected to produce mostly 45- and 60-count fruit with moderate yields, offering good size distribution for current demand. Volumes and yields are projected to increase with subsequent plantings, which are showing strong potential in the field. Through late summer and into early fall, production will be concentrated in Indiana before shifting back to South Carolina's coastal fields in the fall, helping ensure a steady supply of quality watermelon over the coming months.

LIPMAN FAMILY FARMS SOLIDIFIES THEIR SOUTHERN CALIFORNIA DISTRIBUTION WITH THE ACQUISITION OF INLAND PREMIUM PACKERS

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

JULY 28, 2026



Lipman Family Farms, one of North America's leading fresh produce suppliers, has acquired Inland Premium Packers, a tomato repacking operation in Riverside, California. The acquisition gives Lipman a value-added presence inside the Southern California market and connects the region to the company's existing operations in Arizona, Northern California and Mexico. For retail and foodservice buyers across the Southwest, product packed in Riverside means fewer food miles, fresher product on arrival and quicker turnaround on orders.

"Southern California is one of the largest markets in the country, and this acquisition solidifies our presence there," said Elyse Lipman, CEO of Lipman Family Farms, in the recent release. "We're building on our Southern California relationships, and now we have infrastructure to ensure fresher supply through our network."

"Inland built its business the way we built ours. They focused on relationships and doing things the right way," said Darren Micelle, President of Value-Added of Lipman Family Farms. Inland Premium Packers is a well-established repacker in the produce industry. Its team will continue to operate and support the client base in that market as they have done for the last 20 years. Nick Dachman, a longtime Lipman employee, has been named General Manager of the Los Angeles location and will lead the facility as it scales to serve the region.

Lipman operates more than 30 locations to farm, pack, and ship across North America, including national distribution of fresh-cut product and a new fire roasting salsa and dips site. The acquisition complements their vertically integrated model with national distribution, a structure that helps the company stand behind every step between the field and the customer.

[READ MORE HERE](#)

IFPA FOODSERVICE CONFERENCE GETS THE FIRST TASTE OF LIPMAN FAMILY FARMS' NEW FRESH-COOKED SALSA OFFERING

ANDNOWUKNOW.COM

JULY 23, 2026

Lipman Family Farms is ready to introduce its new, fire-roasted salsa offering at the IFPA Foodservice Conference in Monterey, California, July 23 and 24. 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.

Lipman's experts create your signature recipes

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, in the recent release. "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](#)

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

HAPPY NATIONAL INTERN DAY! 🌱✨ MEET THE CREW GROWING WITH US THIS SUMMER. THEY CAME FOR THE EXPERIENCE AND DUG INTO EVERYTHING, FROM THE FIELDS TO FRESH-CUT TO A FEW UNFORGETTABLE MOMENTS AT OUR INTERN RETREAT. THE NEXT GENERATION OF AG IS BRIGHT AND NOT AFRAID OF AN EARLY MORNING.

