

AUGUST 14, 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 remain steady in the East, with Tennessee continuing to be a key area of stronger production. Lipman has been harvesting mostly crown picks this week, which are yielding larger sizes, while second and third harvests are also underway to help round out the size range. Quality has been mostly good, with some occasional rain-related issues being graded out at the shed. Production is expected to be steady to slightly lighter over the next two weeks, but overall availability should remain adequate. In the West, supplies continue at light to moderate levels out of Baja and Central Mexico, with some volume increases anticipated in Central Mexico over the next two weeks. California is maintaining consistent daily production in the San Joaquin Valley. Sizing is currently strongest on XL fruit, though a shift toward slightly smaller sizes is possible in the coming weeks. Quality has been good, with nice, solid fruit; some cosmetic gold flecking is present but is being managed through the packing process to ensure good outward appearance.

GRAPE TOMATOES

Grape tomato availability is somewhat lighter this week. In the East, Virginia production is expected to run on the lighter side for the next two weeks but should ramp back up as we move into September. Various local programs are still contributing volume, though we anticipate those supplies to taper off over the coming weeks as seasonal deals wind down. Final pack quality has been good overall, with packing crews actively culling weather-affected fruit, which has led to some shrink but a clean, customer-ready pack. In the West, Central Mexico is providing consistent but relatively light volumes from exiting acreage. In Baja, Vizcaino expects steady supplies through the balance of August and into September, while Camalu is running lighter volumes in August due to limited plantings; production there is expected to increase by mid-September, which should help improve overall grape tomato availability.

ROUND TOMATOES

Round tomato supplies are currently adequate but trending toward a lighter position in both the East and Mexico. In the East, Virginia is in between summer and fall plantings, and various local deals are winding down, which will reduce overall availability for the next 2-3 weeks. Tennessee will continue to harvest at a steady pace with light to moderate volume, but there will be fewer nearby programs to supplement that production until early September. Frequent rains in some Eastern growing areas have affected quality and yields, but affected fruit is being graded out to maintain a clean, customer-ready pack. In the West, both Baja and Central Mexico are in a light production phase that is expected to persist through the rest of August; quality has been good, though sizing is running smaller than normal. California remains the most consistent source, with steady production, good sizing, and solid quality out of the San Joaquin Valley. That region has seen triple-digit temperatures over the past ten days, which could impact future yields, but overall supply should remain relatively stable as some growers transition toward the Gilroy area, where conditions have been milder. Forecasted moderation in temperatures should further support crop health and help stabilize production across all Western regions.

ORGANIC GRAPE TOMATOES

Organic grape tomato supplies are a bit lighter out of Baja this week, but volumes are expected to ramp back up as we move into September. Despite the dip in production, quality from Baja has been very good, with nice, firm fruit and strong shelf life. Central Mexico is also contributing somewhat steady volume, and quality there has been solid as well.

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MARKET UPDATES

ENGLISH CUCUMBER

Eastern Canada continues to experience lighter English cucumber production as summer heat impacts yields. In Western Canada, some growers are seeing similar heat-related slowdowns, while others have maintained a steady harvest pace, helping to stabilize supply. Quality remains clean, with favorable sizing and fruit meeting specifications despite the lighter volumes. To help balance the market, there are also lighter but consistent, year-round supplies available from Mexico.

CALABACITA

Calabacita supplies remain very limited in the East, with only hit-or-miss availability at this time. Most volume is currently coming from the West, primarily out of California with some additional supply from Baja. Overall Western availability is still on the lighter side, but volumes are expected to improve somewhat once Santa Maria's new crops are fully online, which should help stabilize supply and offer more consistent coverage.

WATERMELON

Watermelons are in strong supply across much of the country this week, with Lipman's primary production centered in Indiana. Fields there are yielding good daily volumes, and size distribution is led by 45-count fruit, with additional availability in 36s and 60s to meet varying customer needs. Quality has been and continues to be solid. Indiana production is forecast to run steadily through August and into most, if not all, of September. As that season winds down, Lipman's coastal South Carolina crop is scheduled to come online in mid- to late September, positioning us for a smooth transition and continuous watermelon availability.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash supplies are a bit tighter than normal in the East this time of year, as scattered weather and quality issues have trimmed overall availability. Some of the more southern growing areas are finishing up early due to heat, shifting more demand to northern regions such as Michigan and New Jersey. Quality is mixed by grower and region, but good, customer-ready squash is still available with careful selection. In the West, volumes are also on the lighter side this week. Production out of Baja has been very light, and Fresno is also running below typical volume. Santa Maria is expected to help bolster Western supplies with new crop fruit, but cool weather has delayed the start there. Once Santa Maria is fully up and running, squash volume should improve and provide better coverage for Western demand.

COLORED BELL PEPPERS

Colored bell pepper supplies are overall a bit snug this week. In the East, Canadian production is light this week as growers work through a brief gap in the crop, but volumes are expected to pick back up in 10-14 days. In Western Canada, some growers are seeing lighter yields, while others are maintaining steady production of red, yellow, and orange bells; overall quality has been consistently good, and sizing options remain favorable across programs. Further south in Central Mexico, hothouse bell pepper production continues at a mostly steady pace, though this week's sizing has leaned toward smaller fruit.

LIPMAN FAMILY FARMS DISTRIBUTES MORE THAN 5,000 BACKPACKS ACROSS 12 COMMUNITIES

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

August 13, 2026



As children head back to school, Lipman Family Farms lives its Good From The Ground Up® commitment by handing out more than 5,000 backpacks to children in communities where its employees live and work. What started with a single event in Immokalee, Florida, is now a 16-year Lipman tradition that brings back-to-school necessities to students in 12 cities.

Lipman's founder, Max Lipman, could not read or write. As he built the company that became Lipman Family Farms, he made sure his children got the education he never had. Nearly a century later, thousands of kids start the year ready to learn, with backpacks, supplies and food, thanks to the help of Lipman Family Farms and many community partners. According to a press release, the company's annual backpack giveaway brings all three of its philanthropic pillars together: children, education and hunger relief.

"Kids who are equipped and fed are ready to learn," said Elyse Lipman, CEO of Lipman Family Farms. "Prepared kids who are excited about the coming year is reason enough to do what we do, but we're also building strong communities by supporting tomorrow's community leaders with good food, caring people and strong schools." On Saturday in Immokalee, Lipman distributed roughly 1,900 backpacks to local students. With assistance from partner organizations, the event also supplied 1,300 pairs of shoes, 300 bikes and 300 gift cards.

In Knoxville, Tennessee, the second-largest Lipman giveaway event, nearly 700 backpacks were distributed. In Hendersonville, North Carolina, over 600 backpacks were handed out. Other events around North America are being held this month in Arizona, California, Texas, Central Florida, Colorado, New Jersey, and Sonora, Mexico.

[READ MORE HERE](#)

GROCERS HAVE ENTERED A 'NEW AFFORDABILITY ERA,' REPORT NOTES

[GROCERYDIVE.COM](https://grocerydive.com)

AUGUST 7, 2026

While consumers' grocery spending habits have historically tracked with economic indicators, that's no longer the case in this current spending environment. The price of a large basket of groceries increased nearly 27% between 2020 and 2026. During that same period, however, consumers' median hourly earnings increased 29%, to nearly \$31, and food inflation moderated after rapid acceleration between 2021 and 2023, underscoring consumers' improved purchasing power since 2023. Yet consumers are still using promotions, closely scrutinizing products and showing low brand loyalty — similar to how they did in 2023.

Research has shown that unit sales have slowed significantly over the past year. The results indicate that traditional economic data and models may struggle to predict consumer behavior in a "new affordability era." Shoppers are no longer responding to rapidly changing affordability conditions. Instead, they are beginning to settle into routines shaped by the lessons learned during the previous several years.

Consumers' spending behavior isn't just a stubborn continuation of years-long habits. It's also a response to cost pressures in other areas of their lives, like healthcare and housing. In this environment, grocers would do well to not only address consumers' affordability concerns but also help them feel confident in their purchases by showing them that they're getting good quality for their money. Affordability will always matter. Consumers will continue responding to changes in prices, wages and broader economic conditions. Yet the more enduring opportunity may lie in helping consumers feel confident about spending decisions regardless of the economic environment.



[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

SUMMER PRODUCE
TASTES EVEN BETTER
WITH A LITTLE CHAR.
THIS GRILLED
VEGETABLE SALAD
COMES TOGETHER ON
ONE GRILL AND WORKS
AS A LIGHT DINNER OR
A SIDE FOR THE
WHOLE TABLE.

