

AUGUST 7, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

*Reliable &
Consistent*

Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Roma tomato supplies are moderate in the East, with production centered in the Tennessee–North Carolina region. Recent rain has impacted harvest efficiency and increased culls at pack-out, but the finished packs are showing nice, marketable quality. Lipman will move into a new set of crown picks this weekend and will continue to harvest some second and third picks alongside. Sizing has stepped down slightly but remains adequate for most programs. This growing area is expected to provide a large share of Eastern roma volume through August and September, with the season likely wrapping up sometime in October, depending on the onset of cooler weather. In the West, roma supplies are plentiful out of California, where production in the San Joaquin Valley is running at a steady pace. Current sizing is primarily in the XL/L range, and fruit has been firm and of good quality, despite some occasional cosmetic color issues; upcoming hot weather could pressure both size and yields. Central Mexico and Baja are also producing romas at a consistent rate, with good volumes and a size profile skewing larger, particularly out of Baja, which is offering mostly big fruit.

GRAPE TOMATOES

Grape tomato supplies in the East are currently adequate, supported by Lipman's Virginia program and various local deals. Volumes out of Virginia are expected to remain steady, though the next few weeks could run slightly lighter. Rain has affected quality in nearly all Eastern growing areas, but Virginia has fared better than many, and final packs have been solid after weather-related gradeouts. Some regional programs with heavier rainfall are working through more quality challenges. In the West, Baja continues to provide steady grape tomato supplies and is expected to do so through August, while Central Mexico's volumes have been on the lighter side; we anticipate some improvement from that region as we move further into August.

ROUND TOMATOES

Round tomato supplies in the East are not heavy, but they remain adequate to cover current demand. Lipman is wrapping up its Virginia summer program this weekend and transitioning seamlessly to East Tennessee, where first picks from new crops began at the end of the week. Although Tennessee has had round tomato production since July, this move represents the start of Lipman's new plantings there. Quality is expected to be solid, though recent rains may trim yields slightly due to rain-related defects. The Tennessee–North Carolina region is projected to supply rounds through August and September, with the season winding down in October as cooler weather sets in. In the West, Lipman is harvesting in California's San Joaquin Valley, where volume saw an uptick over the past two weeks but is now leveling off. Sizing has dipped modestly, yet overall quality remains good; some other growers in the area are reporting a more noticeable shift toward smaller fruit. In Mexico, Baja has entered an unanticipated period of lighter supplies that is expected to continue for the next few weeks, while Central Mexico's anticipated volume increases have been slower to develop but are still expected to materialize over the same timeframe.

ORGANIC ROMA TOMATOES

Organic roma tomato supplies have stabilized this week as new crops come online in Baja and Central Mexico works past a recent period of slower production. Both regions are now providing consistent volume, and quality is reported as good with no major defects or condition issues noted. With these improvements, overall availability is in a much better position to support current demand.

CONTINUED ON NEXT PAGE



MARKET UPDATES

CUCUMBERS

Cucumber supplies in the East are moderate this week, with several local pockets supplementing the areas of stronger supply-Michigan, Pennsylvania, Ohio and New York. New Jersey has been lighter for the past week or so but is now breaking into new acreage, which should help boost overall volumes. Quality has been consistently good across most Eastern production regions, and, barring any significant weather events, availability is expected to remain adequate for at least the short term. In the West, Baja has hit a lighter production period as growers work through the tail end of older blocks, resulting in more variable sizing and quality. New fields are expected to come online within the next week, at which point both volumes and overall quality should improve.

COLORED BELL PEPPERS

Canada is entering a light production period/near-gap for red, yellow, and orange bell peppers over the next two weeks, leading to reduced availability, especially from Eastern Canada. Western Canada may also see some tightening in supply, though certain growers expect to maintain relatively steady harvest levels. Overall, there will be less fruit in the market during this short window, with volumes projected to rebound to more adequate levels thereafter. Central Mexico is well-positioned to support demand, as its production of red, yellow, and orange bells has remained relatively steady. Despite the lighter supply from Canada, quality and sizing across these colored bell peppers continue to be solid, with fruit meeting market specifications.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash remain available across the Eastern U.S., though production and quality vary by farm and region. Heavier volumes are coming from Michigan, New York, and other northern states, helping to anchor overall supply. New Jersey has just moved into new fields this week, and both volume and quality are expected to be solid as these fresh plantings come into fuller production. In the West, supply is centered in Baja and Santa Maria. Santa Maria's new crops have been slow to ramp up due to persistent overcast conditions, but fields should reach more typical production levels within the next week or so. Demand is strong for this fruit as local Northwest deals wind down. Baja's output remains on the lighter side and is not significantly influencing market conditions or overall availability at this time.

EGGPLANT

Eggplant supplies are ample in the East this week, with active harvests underway in North Carolina, New Jersey, Kentucky, New York, and other regional programs. New Jersey is a particular bright spot, offering strong volumes and good quality, and overall Eastern production is expected to remain adequate in the near term, barring any major weather disruptions. In the West, Fresno continues to serve as the primary production area, providing steady volume and consistent quality, while Washington state also has very nice product and good supplies available. Together, these regions are supporting a comfortable supply position for eggplant across the country.

LIPMAN HOSTS BACKPACK GIVEAWAY EVENT IN EAST TENNESSEE

[6NEWSYOURSIDE.COM](https://6newsyourside.com)

JULY 22, 2026

On Saturday, August 1, Lipman Family Farms hosted a Backpack Giveaway and Back to School Event at the Emerald Youth Foundation's Haslam-Sansom Complex on Texas Avenue from 11 a.m. to 2 p.m. During the event, they distributed 700 backpacks with school supplies to elementary school students from the Lonsdale Community.



[CLICK HERE TO LEARN MORE ABOUT OUR UPCOMING BACKPACK GIVEAWAYS](#)

[READ MORE HERE](#)

PRODUCE REMAINS DEFINING DIFFERENTIATOR AMONG HIGHEST-PERFORMING INDEPENDENT GROCERS

[THEPRODUCENEWS.COM](https://theproducenews.com)

JULY 31, 2026

Operators remained financially resilient in fiscal year 2025 despite a challenging operating environment marked by cautious consumer spending, elevated household debt levels and ongoing economic uncertainty. Financial performance remained resilient despite modest top-line growth. Total store gross margin increased from 27.4 percent to 27.9 percent year over year. Same-store sales grew 0.4 percent, modest but positive against intense competition for value-conscious consumers. Operators achieved these results through careful cost management, promotional execution, inventory management and operational efficiency.

Shoppers changed how and how much they spent. Grocery inflation moderated compared with previous years, but consumers continued feeling the cumulative effects of several years of higher food prices. Shoppers made more frequent trips while buying fewer items per visit, leaning heavily on promotions, private brands and value-focused strategies. Independent grocers responded with stronger loyalty initiatives, digital engagement and a continued emphasis on fresh foods.

Profit leaders separated themselves through operational discipline. Top-performing operators distinguished themselves through lower shrink, stronger inventory management, disciplined expense control and investment in fresh departments. Consumer interest in health, protein, ingredient transparency and GLP-1-related eating patterns continued to create new opportunities in fresh foods and perimeter departments. Produce, meat, deli, bakery and seafood remained defining differentiators among the highest-performing independents.



[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

MEET CRAIG OVERHOLT,
GENERAL MANAGER AT OUR
EXETER, ONTARIO LOCATION
HERE AT LIPMAN FAMILY FARMS.

WE ASKED CRAIG WHAT HE
ENJOYS MOST ABOUT WORK,
AND IT CAME DOWN TO THE
PEOPLE AND THE
OPPORTUNITIES.

THE PEOPLE BEHIND OUR
PRODUCE ARE THE REASON IT
SHOWS UP FRESH AND
CONSISTENT.



**MEET
CRAIG OVERHOLT**