

SEPTEMBER 11, 2026

LIPMANFAMILYFARMS.COM

ON THE HORIZON

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Bringing you your weekly
industry updates

CROP & MARKET

INDUSTRY INFO





MARKET UPDATES

ROUND TOMATOES

Round tomato supplies in the East have improved slightly this week with Virginia now underway on fall plantings. Early picks are running a bit smaller than ideal, but sizing is expected to improve as harvests transition into later plantings. Despite significant heat and weather pressure that has affected packouts, the finished quality from Virginia has been good. In Tennessee, some production is beginning to wind down, and most growers are seeing lighter yields, which has eased overall availability from that region. Looking ahead, Virginia is expected to lead Eastern production with moderate volumes over the next several weeks, weather permitting. In the West, Mexico's production remains very light in both Baja and Central Mexico, with quality running fair to good. California continues to be the bright spot, with steady volume and solid quality. Harvests there will transition further south over the coming week, where initial yields are expected to be reduced due to recent heat stress. Current sizing is trending large, dominated by jumbo and 5x6 fruit.

GRAPE TOMATOES

Grape tomato supplies in the East have tightened again after a brief flush last week. Virginia production has entered a lull, with lighter fruit set driven by heat and bloom drop; we anticipate reduced volumes for the next few weeks as a result. Smaller pockets of supply remain in New Jersey, Pennsylvania, and North Carolina, but these regions are on the downhill side of their seasons and are not expected to show any meaningful volume increases. The next significant Eastern production area will be Ruskin/Palmetto in Florida, projected to start around mid-October. In the West, supplies remain light and limited in both Baja and Central Mexico, with quality generally running fair to good.

ROMA TOMATOES

Roma tomato supplies are snug this week. There are small pockets of volume in northern regions such as Michigan and Canada, but these areas are on the downhill side of their seasons. Tennessee remains the primary source of Eastern supply, with just a couple of growers actively harvesting. Volumes there are mostly steady but not sufficient to cover total Eastern demand. Tennessee will continue as long as weather allows, typically through mid-October. After that, the next major Eastern production area will be Ruskin/Palmetto in Florida, which is not expected to come online until late October to early November, keeping supplies tight in the interim. In the West, California continues with steady roma production. Sizing is predominantly on the larger side, and overall quality is good, with only a small percentage of gold flecking—an expected cosmetic defect for this region and time of year. As harvests shift further south over the next week, we anticipate lighter yields due to recent heat stress on the crop. Meanwhile, both Baja and Central Mexico are seeing reduced volumes as weather impacts production. Quality is currently stronger out of Baja, while Central Mexico is running fair to good on arrivals.

ORGANIC ROMA TOMATOES

Organic roma tomato availability has tightened this week. In Baja, increased pest pressure has forced some growers to spray, converting portions of the crop from organic to conventional and reducing true organic volume. Central Mexico is also running light, adding to the overall snug market. We expect supplies to remain tight for the next 2–3 weeks until additional growers begin harvesting new plantings. Quality is acceptable and is generally meeting most retail specifications, but plan for limited options and consider flexibility on specs in the near term.

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MARKET UPDATES

MINI CUCUMBERS

Mini cucumber supplies are very light this week. Western Canada's volume is down significantly as one of the larger growers is working through a production gap, and only light supplemental volumes are available from other growers in Eastern and Western Canada as well as Mexico. Quality has been good overall, but we are seeing a higher share of slightly smaller fruit as growers stretch harvests to help meet demand, which may fall below some retail size specs. Availability should gradually improve over the next few weeks as new plantings come into production and help ease current supply constraints.

COLORED BELL PEPPERS

Red, yellow, and orange bell pepper supplies are readily available this week, with volume coming out of Central Mexico as well as Eastern and Western Canada. In Mexico, a pattern of hot days, rain, and cooler nights has caused the fruit to size down, resulting in very limited jumbo availability, but overall quality remains strong and supplies are adequate. Both Eastern and Western Canada are in steady production with no major issues reported. Barring any significant weather shifts, availability is expected to remain stable over at least the next few weeks.

MINI SWEET PEPPERS

Mini sweet pepper supplies continue to be on the short side this week, with lighter production continuing out of Baja and Central Mexico. Washington state is helping to fill in regional needs with adequate volumes, which is providing some relief despite the overall tight market. They should continue through the month of September before winding down. Overall availability is expected to remain snug for the next few weeks.

GREEN BELL PEPPERS

Green bell pepper supplies remain adequate in the East, though volumes are beginning to taper as programs in southern areas such as Tennessee and North Carolina wind down. Michigan, New York, and New Jersey are expected to continue for another 3-4 weeks, with all three regions likely wrapping up by mid-October before production transitions back to Georgia and the southern growing areas for winter. Eastern quality has been hit or miss, varying by grower and area, but we expect to see improvement out of New Jersey as they begin harvesting from a new planting. In the West, supplies are holding at moderate levels, with steady volume out of Fresno and Washington state. Recent heat and weather in California could affect upcoming harvests, and we'll be watching Western quality closely for any weather-related impacts on condition.

YELLOW AND ZUCCHINI SQUASH

Yellow and zucchini squash volumes remain constrained in the East, even with Michigan bringing on some new plantings. North Carolina, New Jersey, and various local deals are contributing only light, scattered volume, and many of these local programs are nearing the end of their seasons. Georgia has started in a light way, with volumes expected to build over the next week, and Florida is slated to come online in mid- to late October. Quality in several Eastern areas has been pressured by heat and rain, but good fruit is available after careful sorting and packing. In the West, yellow squash is almost non-existent. Santa Maria's production has picked up slightly this week, so we may see a bit more availability in the near term. Zucchini supplies are somewhat better than yellow but still limited overall. While most of Sonora's fall plantings won't start for a few more weeks, one grower began zucchini harvests this week; yellow squash remains 2-3 weeks out. Western zucchini quality has been fair to good, while yellow squash quality is relatively weak and requires close inspection.

LIPMAN FAMILY FARMS GETS READY TO BRIGHTEN UP SOUTHERN INNOVATIONS WITH PROGRAMS THAT ARE GOOD FROM THE GROUND UP

ANDNOWUKNOW.COM

September 9, 2026



Lipman Family Farms is headed to Nashville for the Southeast Produce Council Southern Innovations, September 9-12 at the Music City Center. Lipman is excited to turn the Nashville spotlight on its strength as a vertically integrated supplier for Southeast and East Coast buyers. No matter where you are, Lipman is local. Its large national footprint includes its own farms and local partner growers, making for a supply network that is unmatched. Lipman's nearly 80 years of farming in Florida, coupled with 30 years of local grower partnerships, allows for a solid, trusted supply model year-round.

This farming advantage paired with Lipman's strategic value-added operations ensures reliable delivery every day. Now, with new fire roasting and kettle cooking capabilities, Lipman is able to offer even more value-added within their model.

"Trust starts with knowing your food's story," said Amy Holcomb, director of sales for Lipman Family Farms, in the recent release. "With our own growing operations, strong relationships with local growers, and our expansive value-added capabilities, we have a unique ability to connect the journey from seed to shelf. When a customer asks for a customized program, we can trace it back to its source and deliver across our North American network."

With winter tomato season around the corner, Florida tomatoes and vegetables are on the minds of many attendees. The deep-red and intensely flavorful Crimson tomato, a Lipman exclusive, will be a highlight at Southern Innovations. Year after year, the Crimson is a focus area for the company's R&D team. The vine-ripened variety continues to evolve and improve with every season, and this year's crop is the best yet.

"We don't grow for growth's sake. Every regional location is an important part of our commitment to customers," said Elyse Lipman, CEO of Lipman Family Farms. "We know we have people counting on our products, and we've built the company to make sure they won't wait for long."

[READ MORE HERE](#)

FRESH PRODUCE KEEPS SHOPPERS COMING BACK TO THE GROCERY STORE

THEPRODUCENEWS.COM

AUGUST 28, 2026

Online grocery continues to gain traction, but fresh produce is one of the categories keeping consumers connected to the physical grocery store. 59 percent of shoppers say it would be easy to shop for groceries exclusively online for an entire month. Yet the research also shows that consumers continue to value the physical store for benefits that are particularly relevant to fresh foods: control, confidence, product selection and discovery.

For fresh produce retailers and suppliers, these findings point to both a challenge and an opportunity. The strongest reason consumers say they would miss physical grocery stores is the ability to select their own products. Nearly half of shoppers, 48 percent, identify this as something they would miss most. That preference is especially significant for produce. When buying apples, avocados, tomatoes, berries or leafy greens, shoppers often want to evaluate products themselves. They may look for color, firmness, size, ripeness or signs of freshness before putting an item in their cart. An online image cannot fully reproduce that experience.

Of course, technology alone may not eliminate the appeal of the produce department. Fresh produce also plays an important role in grocery discovery. In-store shoppers can encounter seasonal fruits and vegetables, new varieties, meal ideas and displays that encourage them to purchase something they were not originally seeking. That matters to suppliers and retailers because impulse and discovery purchases can increase basket size while introducing consumers to new products. Online shopping tends to be more mission driven. Consumers search for what they already know they need. Physical stores, by contrast, allow shoppers to browse. For produce marketers, this makes merchandising especially important.

The research does not suggest that online grocery is a threat that fresh produce businesses should simply resist. Instead, it highlights the importance of an omnichannel strategy. Retailers can use digital platforms to make fresh produce easier to shop while preserving the advantages of the physical department. Online shoppers could receive more detailed information about varieties, origins, seasonality and ripeness. Retailers could also improve substitution options and communicate freshness standards more effectively. Meanwhile, stores can focus on the sensory and experiential elements that digital channels cannot easily reproduce.

The winners will be retailers and suppliers that address both sides of the equation. Online grocery offers convenience, but the produce department offers confidence and discovery. Rather than viewing the two channels as competitors, the fresh produce industry has an opportunity to make them complementary, using digital tools to reduce uncertainty while preserving the physical store as the place where shoppers can see, touch, discover and choose the food they bring home.



[READ MORE HERE](#)

UPCOMING EVENTS:

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

COME MEET THE CREW BEHIND OUR
GREENHOUSE TOMATOES. 🍅

IT TAKES A WHOLE TEAM TO GROW
FRESH TOMATOES THE RIGHT WAY.

CHARLES KEEPS THE TOMATOES
MOVING, DAVID HARVESTS, IAN SCOUTS
THE PLANTS, JAMAL AND AINSLEY KEEP
THEM PRUNED, WILLIE RUNS THE
FORKLIFT, AND GERALD LOWERS THE
VINES. THAT IS JUST PART OF THE CREW
IN THE ROWS EVERY DAY.

EVERY PLANT HAS A STORY, AND IT
STARTS WITH THE PEOPLE WHO CARE
FOR IT. FRESH PRODUCE, GROWN FROM
OUR FAMILY TO YOURS.

