

OCTOBER 16, 2026

LIPMANFAMILYFARMS.COM

# ON THE HORIZON

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# CROP & MARKET

## INDUSTRY INFO

LIPMAN family farms®



# MARKET UPDATES

## ROMA TOMATOES

Roma tomato supplies remain very tight in both the East and West. In the East, most growing regions have wrapped up production, leaving limited availability as the market transitions to Florida's fall crop. New harvests are expected to begin in late October, with improved volume anticipated in November, although initial yields may be lighter than normal. Out West, supplies are also limited as Central Mexico and Baja continue to deal with weather events. Central Mexico could see some volume increases in another 2-3 weeks, weather willing, while Baja's future production will be better assessed after the weekend's storm passes. California production is also nearing the end of its season, with limited but steady supplies and slightly smaller sizing expected over the next two weeks.

## ROUND TOMATOES

Round tomato supplies remain extremely limited across all major production regions. California is nearing the end of its season, with additional growers finishing this week and incoming rain potentially accelerating the transition. In the East, Quincy remains the primary transitional supply region, but available volumes are extremely short. Florida production is beginning in a limited way, with meaningful volume still several weeks away. Baja and Central Mexico continue to experience weather-related production delays, while some growers have postponed harvest starts until November. Supply is expected to remain extremely tight, with continued upward market pressure and limited flexibility on sizing and quality.

## GRAPE TOMATOES

Grape tomato supplies remain extremely tight nationwide, with demand continuing to exceed available production. Eastern supply remains minimal as regional programs finish and Florida's Ruskin/Palmetto production begins in very light volumes. Some improvement is possible next week, but meaningful recovery remains uncertain. Western availability is equally challenging, with Baja and Central Mexico experiencing significant weather-related production and quality issues. Some Baja fruit is showing 30–40% splits and shriveling, significantly reducing usable pack-outs and limiting suitability for extended transportation. Additional growing regions have delayed production starts until November. We anticipate continued severe supply constraints and elevated market pressure until new production becomes established.

## GREEN BEANS

Green bean supplies remain extremely limited nationwide this week. In the East, only very light volumes are available out of Eastern North Carolina, Virginia, and now Georgia. Georgia has just begun, but acreage and early yields have been minimal so far; we do expect to see some improvement in volume over the next two weeks as more fields come into production. On the Western side, supply is also very tight, with only small quantities coming out of Santa Maria and Fresno. Baja is still producing some beans, but quality has been compromised, and the weekend's tropical storm is expected to further downgrade that fruit, making it unsuitable for retail programs.

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# MARKET UPDATES

## YELLOW & ZUCCHINI SQUASH

Squash availability remains mixed by region and variety. Eastern zucchini supplies are particularly tight, with Georgia production affected by prior weather and insect pressure and Florida's new crop still building volume. Eastern yellow squash is somewhat more available, although overall production remains lighter than normal. In the West, Sonora is producing good volumes of yellow squash, while zucchini production is beginning to increase and availability is improving. Western supply may offer opportunities to supplement Eastern shortages, subject to transportation, quality, and customer specifications.

## GREEN BELL PEPPERS

Green bell supplies are very limited in the East this week. New Jersey and Michigan are still scraping together some volume, but their seasons for true retail-grade product are effectively finished. Several growers have now started in Georgia, though early volumes have been light; quality out of Georgia has been good so far, with most fruit running on the larger side as harvest is focused on crown picks. Florida is expected to start in about two weeks, and combined with increasing volume from Georgia, should help improve Eastern supply levels as we move into November. In the West, Fresno remains the primary shipping area, but their supply has lightened and is now just fair in terms of volume, even as quality remains strong. Coachella is up next and is slated to begin harvest within the next week, which should provide some additional relief. Mexico is not yet a meaningful factor: several growers are reporting delayed starts due to prior weather, and with the revised schedules, we do not expect to see significant green bell volume crossing through Nogales until late November.

## CUCUMBERS

Eastern cucumber supplies are slightly lighter this week but remain generally adequate. A few northern districts still have small pockets of volume, but most production is now coming from Georgia and Eastern North Carolina. We've moved into our final plantings in North Carolina, which should provide about another week of supply; being new fields, quality there has been very nice. Georgia continues to offer adequate volume, though a bit less than last week. Florida is expected to start in a light way in 7–10 days, which will help bolster Eastern availability as we move into November. In the West, Baja's supplies have been impacted by both prior and current weather systems, and we anticipate particularly light volume early in the week following the weekend's tropical storm. Sonora has started and is gradually building supply, but early-season quality is not yet where we'd like it to be, with reports of yellowing, lighter color, and some soft fruit reducing what is workable for retail programs. For the near term, Baja and Sonora will need to carry the bulk of Western demand until Sinaloa comes online in mid-November, weather permitting.

## CHILI PEPPERS

Eastern chili pepper supplies are light and limited this week. A few growers in scattered locations are winding down with small volumes and inconsistent variety availability, so coverage is very spotty for now. On the Western side, supplies are also tight. Both Central Mexico and Baja are in production, but availability remains constrained—particularly on tomatillos and Anaheims. Quality across most varieties is fair to good, though both regions have dealt with multiple weather events that are driving some inconsistency. We are still several weeks away from significant volumes crossing through Nogales from new Mexican districts, though a small trickle of fruit is beginning to arrive.Washington state expects to go for another week before finishing up its local season.



# IFPA NAMES 2027 BOARD CHAIR

THEPRODUCENEWS.COM October 15, 2026

Today at the International Fresh Produce Association's Global Produce & Floral Show, Lipman Family Farms CEO Elyse Lipman was appointed chairwoman of the organization's board of directors for 2027. During this morning's chair remarks, she encouraged the entire produce industry to work and speak with one voice and fight for fresh food that's accessible, reliable and safe.

As day two of the Global Show kicked off, Lipman accepted her new role as IFPA chair from the 2026 chair, Patrick Vizzone. She talked about making the industry's long-term commitment to consumers visible and real.

"People want fresh food they can afford, and they want to know it comes from somewhere they trust," said Lipman. "These aren't complicated demands, but meeting them isn't easy. Our job is to keep doing the hard work that makes it easy to choose, buy and enjoy healthy produce."

As the new IFPA board chair, Lipman is excited to take her focus on growing trust to the entire industry.

Growing trust has been a focus for Lipman since she first became Lipman Family Farms' CEO in 2023. In 2026, the focus has been a major driver of growth in operations at Lipman Family Farms. The company recently acquired Inland Premium Packers in Riverside, CA, to add essential packing capacity in one of the country's largest produce markets. Weeks later, Lipman acquired Farm Fresh, a fresh-cut operation in Phoenix, which is helping to expand one of Lipman's fastest-growing categories.



READ MORE HERE

# LIPMAN FAMILY FARMS UNVEILS “WE GROW TRUST” CAMPAIGN WITH REFRESHED BRANDING; MORGAN STUCKERT AND ELYSE LIPMAN SHARE

ANDNOWUKNOW.COM October 9, 2026

Lipman Family Farms, a leading fresh produce provider spanning five generations, today announced a new brand concept, “We Grow Trust,” that reflects the company’s expanded solutions, services, offerings, and reach, while celebrating its longstanding commitment to goodness through every stage – from seed to customer.

Beginning with the company’s participation at International Fresh Produce Association’s (IFPA) The Global Produce and Floral Show, Oct. 14-16, the new brand identity will extend across all marketing efforts. “We Grow Trust” will be conveyed through video, sales support materials and an advertising campaign.

“Over the years, we’ve built our brand to deliver the quality, consistency and service our customers depend on,” said Morgan Stuckert, director of staff at Lipman Family Farms. “Our new branding reflects the breadth of what we do and the confidence we’ve built with customers across the entire food industry.”

Anchoring the campaign is the new "We Grow Trust” anthem video, which tells the company’s story, its values, and its end-to-end approach – from farming and sourcing to packaging and distribution. By managing every step of the journey, Lipman Family Farms delivers the consistency and reliability customers count on.

The storytelling brings together Lipman Family Farm’s growing, packing, repacking, fresh-cut, fresh-cooked, and logistics capabilities in a meaningful way that connects customers to the company's mission.

“What makes ‘We Grow Trust’ so powerful is it’s not a slogan – it's a reflection of what Lipman Family Farms has built over five generations of family leadership. We're proud to tell that story to our partners,” said Elyse Lipman, CEO of Lipman Family Farms.

Lipman Family Farms is the nation's largest integrated network of local growers, processors and distributors.




READ MORE HERE

# UPCOMING EVENTS:

**DECEMBER 2 - 4**
**NEW YORK PRODUCE SHOW**
**JACOB JAVITS CENTER**
**NEW YORK CITY**
**COME VISIT US AT BOOTH 307!**
**https://nyproduceshow2026.smallworldlabs.com/home**

**JANUARY 28 - 30**
**EAST COAST PRODUCE EXPO**
**FONTAINEBLEAU MIAMI BEACH**
**MIAMI BEACH, FLORIDA**
**https://www.eastcoastproduceexpo.com/**




# TOMATO SNAPSHOT

THIS WEEK AT THE GLOBAL PRODUCE & FLORAL SHOW, OUR CEO ELYSE LIPMAN STEPPED INTO THE ROLE OF INCOMING BOARD CHAIR OF THE INTERNATIONAL FRESH PRODUCE ASSOCIATION, TAKING THE BATON FROM PATRICK VIZZONE AND CONTINUING THE WORK ALONGSIDE IFPA CEO CATHY BURNS AND THE ASSOCIATION TEAM.

IT IS A ROLE ELYSE DOES NOT TAKE LIGHTLY. HER MESSAGE TO THE INDUSTRY WAS A SIMPLE ONE: WE ARE IN THE BUSINESS OF FRESH, AND WE ALL HAVE TO FIGHT FOR FRESH TOGETHER. THE HEADWINDS ARE REAL: CLIMATE VOLATILITY, COST AND MARGIN PRESSURE, FOOD SAFETY, AND NONE OF THEM GET SOLVED BY ANY ONE COMPANY ALONE. WHAT HOLDS THE INDUSTRY TOGETHER IS THE SHARED CALLING TO FEED PEOPLE FRESH, NUTRITIOUS FOOD.

WE COULD NOT BE PROUDER TO SEE HER CARRY THAT MESSAGE FORWARD ON BEHALF OF LIPMAN AND THE WHOLE FRESH PRODUCE COMMUNITY.

