

NOVEMBER 16, 2026 LIPMANFAMILYFARMS.COM

# ON THE HORIZON

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# CROP & MARKET

## INDUSTRY INFO

LIPMAN family farms®



# MARKET UPDATES

## ROMA TOMATOES

Eastern roma tomato production is now underway in Florida, though volumes remain limited. The Ruskin/Palmetto area began harvesting last week, and availability is still light as fruit colors up for shipping. Availability should increase as harvests progress in the area, with another pocket expected to start in South Florida later this week. Early fruit is mostly extra-large and large, with minor quality concerns being sorted at the packinghouse. Mexican supplies remain light with quality issues and the inability for some product to travel, further limiting availability. Baja and Central Mexico have light volumes, with quality ranging from fair to good. Meaningful improvement is not expected until Sinaloa production begins in mid-to-late December.

## ROUND TOMATOES

Round tomato production is now underway in Florida's Ruskin/Palmetto area. Volumes are light, as early plantings have produced below-average yields following earlier weather challenges. Supplies are expected to increase gradually over the next few weeks as farms move beyond those plantings. Quality is average to good and improving as the crop moves past recent rain events, with a good range of sizes available. Mexican supplies remain light as Baja and Central Mexico continue to deal with the effects of earlier weather. Quality is fair to good, and sizing is on the smaller side, with mostly 5x5s and 5x6s available. Mexico is expected to play a larger role in the round tomato supply once Sinaloa production begins in late December or early January.

## ORGANIC ROMA TOMATOES

Organic roma tomato supplies are extremely limited this week. Baja's damaged crops are producing low yields, smaller-than-preferred sizing, and poor quality. Central Mexico production is also limited, with at least one major grower out for the season due to low yields and weather-related crop damage. Supplies are expected to remain tight until mid-to-late December, when new crops begin in Sinaloa.

## GRAPE TOMATOES

Florida grape tomato volumes are improving, with light to moderate production reported from both the Palmetto/Ruskin region and LaBelle. Recent rains have caused some defects, which are being graded out. Quality and volumes are expected to improve as the crop moves further beyond the rain events. Supplies from Baja and Central Mexico remain light, and quality is only fair, limiting the fruit's ability to travel. New-crop production from Sinaloa is expected to begin in the next two to three weeks, helping improve availability.

## CUCUMBERS

Eastern cucumber volumes are now limited to Florida's fall crop. Acreage is lighter this season, keeping supplies snug. Production is expected to continue for another three to four weeks then supply will transition to Mexico and Honduras. As per recent indications, Honduran volumes may be lighter than in recent years. In the West, supply is primarily coming from Sonora, where volumes are moderate and quality is mostly good. Sinaloa production is also beginning, and supplies should strengthen as more growers in this area come online.

## HARD SQUASH

Eastern hard squash supplies are solid for acorn, butternut, and buttercup. Spaghetti squash is also available, though volumes are declining as storage fruit from Maine, New York, and other growing areas shows quality issues. Scarring is the main concern, and greater receiver tolerance could help expand availability. In the West, Nogales is now the primary supply point, with all varieties coming from Sonora. Butternut volumes are somewhat light, while overall quality on the new Mexican crop has been favorable.

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# MARKET UPDATES

## GREEN BEANS

Green bean supplies remain tight in both the East and West. In the East, Georgia and northern Florida are winding down, with light volumes and fair-to-good quality. The first beans from South Florida are expected to start harvesting at the end of the week, but overall Eastern supply is unlikely to improve significantly until after Thanksgiving, when more growers in the Immokalee and Homestead areas are up and running.Western supplies are also very light, with quality ranging from fair to poor. Baja's crop has received excessive rain, affecting quality. Sonora's new crop is beginning to come online, but larger volumes are not expected until after Thanksgiving.

## COLORED BELL PEPPERS

Red, yellow, and orange bell pepper supplies are transitioning from Canada to Mexico. Canadian production is expected to continue for about three more weeks, though volumes are declining quickly. Central Mexico is in a lighter production period this week due to cloudy weather, and some green cast is expected in the near term. Quality and sizing on Mexican fruit are good. Central Mexico production is expected to rebound somewhat while the market waits for West Mexico crops to come online.

## EGGPLANT

Eggplant supplies are adequate, though not abundant, in the East. Florida and Georgia both have product available, but colder weather could bring Georgia's season to a close sooner than expected. Overall quality has been good, with only occasional issues reported. In the West, supplies are available from Coachella, Sinaloa, and Sonora. Mexican production is currently on the lighter side but is expected to increase this week as new farms begin harvesting. Quality on early crossings from Mexico is strong.

## CHILI PEPPERS

A few chilies remain in Georgia, but Florida is now the primary source of Eastern hot peppers. Plant City and South Florida are both producing light volumes as the season shifts south. Cubanelles and serranos are especially tight, though supplies should improve as new fields come online. Quality is average on available fruit. In the West, Baja continues to supply chilies, but volumes are light and quality is fair. New crops in Sonora and Sinaloa are running slightly behind schedule due to earlier weather, though light volumes have started crossing. Tomatillos are the most challenging item in the category, with rain affecting both quality and production. Conditions are expected to improve as new production comes online in December.

## YELLOW & ZUCCHINI SQUASH

Yellow and zucchini squash supplies in the East are primarily coming from Florida, with production underway in both Plant City and South Florida. Recent rains have reduced volumes from current harvests, though a modest increase is expected as new plantings come online. Quality is average on zucchini and somewhat below average on yellow squash.In the West, Sonora is the primary production region. Supplies have been light to moderate but are expected to increase later this week following favorable weather. Some yellow squash has shown scarring and scuffing, though these issues are not widespread.

## MINI CUCUMBERS

Mini cucumber supplies are light this week, but production in Central and Western Mexico is expected to build over the next few weeks as more growers and crops come online. No major quality concerns are being reported at this time.



# SPECIALTY CROP GROWER MAGAZINE: RECONNECTING CONSUMERS WITH FRESH PRODUCE

SPECIALTYCROPGROWER.COM November 10, 2026

I've been close to Southeast produce my entire life, and it's been my privilege to watch the family business, Lipman Family Farms, grow. No matter how much of the North American map we cover, we're still Florida growers at heart. But I'm also a consumer, and even though I'm immersed in day-to-day operations, it can be easy to lose track of the enormous effort it takes to bring good, fresh food to market.

**Lost Connections**

As I've grown with Lipman and step into the role of International Fresh Produce Association (IFPA) chairwoman, I've become increasingly aware of how important it is to advocate for fresh. It's clear to me that consumers have lost the connection to their food, where it comes from and who is taking care of it on its journey from field to plate. The general population has lost a connection to local farmers, and it's affecting the industry.

We have assumed that because our products are healthy, that they speak for themselves, and we have assumed that consumers know that produce is the best thing to have on their plates.
We have assumed they understand what it takes to do what we do, and why this industry is so special.

**Sharing Our Stories**

We have assumed our story speaks for itself. The problem is that the headlines speak, too. In recent months, we've learned the hard way that if we don't tell the story of fresh produce, somebody else will.
According to Circana data shared recently in The Packer, produce went from a 2% dollar growth through early July to a 6% decline after the cyclosporiasis outbreak story hit the news. The narratives that consumers hear — and often times create — affect our business in measurable ways. We need to tell our stories.

Here's one worth telling: We grow more than good food. We're growing healthy people. Tomatoes, peppers, squash, broccoli … what we grow is one of the most affordable forms of preventative health. Food — in particular, produce — is medicine.



READ MORE HERE

# DR. ELIZABETH MALEK NAMED 2026 FLORIDA FARM BUREAU CROP ADVISOR OF THE YEAR

FLORDIAFARMBUREAU.COM NOVEMBER 10, 2026

Dr. Elizabeth Malek has been named the 2026 Florida Farm Bureau Crop Advisor of the Year, recognizing her service to farmers in nutrient management, soil and water conservation, pest management and crop production.

Dr. Malek serves as Crop Protection Assistant Manager for Lipman Family Farms, where she leads crop protection and fertility programs across thousands of acres of vegetable production. Through precision agriculture technologies, data-driven decision-making and innovative nutrient management practices, she works closely with growers to improve productivity while conserving natural resources.

“I’m truly honored to receive Florida Farm Bureau’s Excellence in Crop Advising Award. Farmers face tremendous challenges as they work to feed the world, and my passion is helping them turn science into practical solutions that support healthy crops, protect our natural resources, and strengthen Florida agriculture,” Dr. Malek said.

Dr. Malek is widely recognized for her leadership in sustainable agriculture and was named a 2025 4R Advocate for her efforts to advance responsible nutrient stewardship. Her work has helped growers optimize water and fertilizer use while maintaining strong crop yields.

Florida Farm Bureau, in partnership with the Florida Certified Crop Advisors Board of Directors, sponsors the Excellence in Crop Advising Award to recognize individuals who provide exceptional service and technical expertise to agricultural producers. Certified Crop Advisors help farmers implement best management practices that support both farm productivity and environmental stewardship.



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# 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

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FRESH VEGETABLES, COOKED FOR BIG, ROASTED FLAVOR.

CHIPS OR TACOS: WHICH ARE YOU SCOOPING FIRST?

