

NOVEMBER 2, 2026 LIPMANFAMILYFARMS.COM

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CROP & MARKET

INDUSTRY INFO

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MARKET UPDATES

ROMA TOMATOES

Roma tomato supplies remain very tight in both the East and West. In the East, we continue to wait for Florida's fall crop which should begin harvest next week, with some additional days needed for the fruit to color up. The crops look favorable, although color and sizing exceptions are recommended to get the fruit moving sooner. Out West, supplies are also limited as Central Mexico and Baja continue to deal with the repercussions of weather events. Central Mexico could see some volume increases in another 2 weeks, weather willing. California production is now finished although there is some remaining fruit in the pipeline, most of which is smaller sizing and non-retail grade fruit.

ROUND TOMATOES

Round tomato supplies remain extremely limited across all major production regions. California is now finished with its season, leaving the West to Baja and Central Mexico. Both of these areas continue to experience weather-related production delays, with some growers postponing harvest starts until later in November. 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 a few weeks away. Supply is expected to remain very tight, with continued upward market pressure and limited flexibility on sizing and quality.

GRAPE TOMATOES

Grape tomato supplies remain tight nationwide, with demand continuing to exceed available production. However, Eastern supply is beginning to improve as Florida's Ruskin/Palmetto and Labelle production are both underway. Early yields have been light due to the previous weather but should begin to pick up as farms move further into plantings. Western availability is 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 later in November.

ENGLISH CUCUMBERS

English cucumber supplies have lightened up significantly in Eastern Canada as cooler weather sets in and plantings near the end of their season. Western Canada remains in production with moderate volume; quality has been good, with fruit showing nice shape and clean ends. In addition, Mainland Mexico has some supply available now, and volumes there are forecast to increase in two weeks as more growers begin harvesting fall crops.

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MARKET UPDATES

CHILI PEPPERS

Chili pepper availability has improved somewhat in the East, with Georgia now underway and offering most varieties. Poblanos remain a bit snug, but volumes on other items are mostly adequate to cover current demand. Florida is expected to start in 10-14 days as the seasonal transition moves south. In the West, supplies are still centered in Baja and Central Mexico, where overall volume is light and poblanos, serranos, and husked tomatillos are especially limited. Western availability should begin to improve as Sonora comes online over the next week or so and adds much-needed volume to the market.

HARD SQUASH

Hard squash is readily available. In the East, product is coming from Kentucky, New York, Maine, Michigan, and other regional locations, with all key varieties in play and no major quality concerns being reported. In the West, Stockton, California and Washington State still have fruit, but supply is transitioning to Mexico. Sonora now has supplies available although butternut is still a bit light. Look for stronger supplies to build over the next several weeks.Early quality has been mixed out of Mexico with the most challenges on spaghetti.

YELLOW & ZUCCHINI SQUASH

Yellow and zucchini squash supplies are generally adequate this week. In the East, product is available out of Georgia, and now Florida, with no major quality issues reported and enough volume to meet current demand. In the West, Sonora is rolling with both yellow squash and zucchini, and volumes are gaining momentum. Early zucchini has shown some yellowing and wind scarring, but this is expected to improve over the next week. There is currently a strong presence of larger sizes in the market.

GREEN BELL PEPPERS

Eastern green bell pepper supply has mostly transitioned to Georgia, where volume is moderate and generally adequate to meet demand. A few late fields remain in South Carolina, Michigan, and New Jersey, but quality is mixed as those seasons wind down. Georgia's quality is running average to good and is currently the best Eastern option. Florida is expected to begin harvesting in the next 7-10 days, which should help strengthen overall availability. In the West, supplies are snug as production shifts from Fresno to Coachella. Quality on remaining northern California fruit is only fair, but is expected to improve as Coachella continues to ramp up.

GREEN BEANS

Green bean supplies are extremely limited nationwide this week. In the East, with northern regions such as Virginia now finished, availability is very light and centered in Georgia, where prior weather has negatively impacted both quality and yields, keeping the market very snug. Some Florida acreage is expected to start in the next 7-10 days, but volumes may remain on the lighter side as those fields were also affected by a recent tropical system. In the West, supply is equally short. California is now finished and Baja's volumes and quality are poor following three separate hurricane rain events, making that fruit a challenge for retail programs. Expect continued tightness and plan conservatively until new, weather-clean acreage ramps up.



PRODUCE PURCHASE PATTERNS REMAIN DISRUPTED

PERISHABLENEWS.COM October 26, 2026

Fuel prices climbed back to peak levels, prompting consumers to have to balance fuel and grocery budgets once more. This led to flat unit sales for total food and beverages combined with mild inflation-driven dollar growth. Produce also had its unique challenges, with continued double-digit declines in salads and leafy greens as shopping patterns have yet to recover to early-July trends.

Fresh produce prices deflated in September, especially for vegetables. The average price per pound for total vegetables dropped to $1.97, which was down 1.7% year over year. Fruit prices stayed within one percentage point from year-ago levels, with an average of $1.75. For both, prices fell below the annual averages.

Fresh produce sales far exceeded those of frozen and shelf-stable produce. However, frozen fruit and vegetables delivered strong growth across dollars, units, and volume. Both frozen fruit and vegetables experienced robust sales increases. Shelf-stable fruit and vegetables also had a positive month, with combined sales of more than $1 billion. Inflation helped boost dollar growth, but shelf-stable fruit, in particular, also enjoyed substantial demand-driven growth.

Importantly, overall dollar sales declines did not mean all commodities were down year on year. Grapes, apples, melons, mandarins and pineapples enjoyed dollar growth. Melons, avocados and pineapples had substantial increases in pound sales. On the vegetable side, tomatoes, potatoes and onions all enjoyed dollar and pound growth, but the 28.3% decline in salad kit sales pulled down the overall performance. Salad-adjacent vegetables, such as cucumbers, peppers and tomatoes did see renewed demand growth following a few subdued months. While fruit dominated much of 2025 and the first quarter of 2026, vegetables represented seven out of the top 10 commodities, with sweet potatoes ranking highest.



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FRESH PRODUCE'S ROLE IN U.S. RETAIL GROWTH

PRODUCELEADERS.COM October 16, 2026

Fresh produce is poised to play an increasingly pivotal role in the growth of U.S. grocery retail as competition among chains intensifies to meet consumers' evolving demands for healthy, convenient food at competitive prices.

According to a recent report, fresh departments accounted for a significant 41 percent of food retail sales in 2025. Both meat and produce led this segment with a 10 percent share each, followed closely by dairy at 9 percent, and fresh prepared foods contributing an additional 4 percent. However, the report suggests that the industry might be overlooking a major opportunity to boost sales by aligning more closely with consumer preferences.

Health remains a primary motivation for increasing consumption, yet cost continues to be a major obstacle, particularly for financially constrained households. Additionally, digital technologies are reshaping how shoppers decide what to eat, with YouTube leading as a source of meal inspiration, and 18 percent of millennials utilizing ChatGPT or other AI tools for meal planning. Reflecting shifting consumer demands, the report notes that fruits have driven category growth, accounting for an impressive 95 percent of overall produce growth. Fruit dollar sales rose by 5.9 percent in the 52 weeks ending in November 2025, while vegetable sales saw a modest increase of just 0.3 percent.

In response to these trends, 48 percent of retailers plan to expand their organic assortments, and a significant 87 percent used local produce assortments to differentiate their offerings in 2025. Supermarket chains are also allocating more space to fresh departments, with 40 percent planning to expand space for fruits and vegetables in the next two years, and 77 percent intending to enhance their fresh grab-and-go selections.



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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

CONGRATULATIONS TO DR. ELIZABETH MALEK, OUR CROP PROTECTION AND FERTILITY MANAGER, ON RECEIVING THE EXCELLENCE IN CROP ADVISING AWARD FROM FLORIDA FARM BUREAU FEDERATION AND CERTIFIED CROP ADVISERS!

DR. MALEK LEADS LIPMAN'S WORK IN PEST AND DISEASE MANAGEMENT, PLANT HEALTH, AND FERTILITY ENSURING OUR CROP IS SAFE AND FRESH. THAT WORK STARTS IN THE FIELD, LONG BEFORE ANYTHING REACHES A CUSTOMER AND HER EXPERTISE HELPS OUR GROWING OPERATIONS GET BETTER EVERY SEASON.

WE'RE PROUD TO HAVE DR. MALEK ON OUR TEAM, AND WE'RE GLAD TO SEE HER LEADERSHIP RECOGNIZED BY THE INDUSTRY. CONGRATULATIONS, ELIZABETH!



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