

NOVEMBER 23, 2026 LIPMANFAMILYFARMS.COM

ON THE HORIZON

Reliable & Consistent

Bringing you your weekly industry updates

CROP & MARKET

INDUSTRY INFO

LIPMAN family farms®



MARKET UPDATES

ROMA TOMATOES

Florida roma production is light this week and is expected to remain so over the next few weeks as prior and ongoing rain continues to affect yields and quality in the Ruskin/Palmetto and LaBelle areas. Quality concerns are primarily shoulder issues, which are being culled at pack-out. Sizing has also stepped down, with larger fruit showing more quality concerns. Production is expected to remain near current levels until the Naples area begins harvesting in the second week of December. In Mexico, production remains light to moderate, with fruit coming from Baja and Central Mexico. A good mix of sizes is available, though quality ranges from fair to good.

ROUND TOMATOES

Florida round tomato harvests are light this week following repeated rain events. Weather has affected yields, sizing, and harvests in both the Ruskin/Palmetto and LaBelle areas. Rain-related bloom drop on later settings has also limited second and third picks. Quality varies by field and lot and is being monitored closely at pack-out. Ruskin/Palmetto is expected to wind down over the next few weeks. LaBelle is just getting started, with Naples production expected to begin in about two weeks.Western supplies are light, with fruit coming from Baja and Central Mexico. Quality ranges from fair to good by grower, and sizing is smaller than normal, with mostly 5x5s and 5x6s available. The current light-production pattern is expected to continue until the Sinaloa region starts up in the first or second week of January.

GRAPE TOMATOES

Florida grape tomato volumes remain mostly steady despite repeated rains. Ruskin/Palmetto and LaBelle are both harvesting, with more the larger part of production shifting south. Naples is expected to begin harvesting lightly this week, with stronger volumes anticipated by December 1. Current yields are slightly lower than normal as rain damaged fruit on later picks. While split fruit is being graded out, final pack quality remains good. Western supplies remain light, with one major grower in Baja and a few smaller farms in Central Mexico contributing volume. Quality is fair, and some fruit is light in color as growers harvest aggressively for Thanksgiving. Mexican supplies are expected to improve in mid-to-late December as new crops come online.

ORGANIC ROMA TOMATOES

Organic roma tomato supplies remain very limited this week, though light volume has started out of Sonora. Quality is fair, with some reports of scarring and spots on the fruit but the new Sonora crop is showing better quality than Baja's product over the past several weeks. Sonora volumes are expected to increase slightly next week, but significant volume is not anticipated until Sinaloa begins production in three to four weeks, weather permitting.

ORGANIC GRAPE TOMATOES

Baja continues to provide steady, though light, supplies of organic grape tomatoes. Quality is strong and the fruit is traveling well, although much of it is arriving light in color. Baja production is expected to continue through year-end, overlapping with Sinaloa’s anticipated start in mid-to-late December

CONTINUED ON NEXT PAGE





MARKET UPDATES

MINI SWEET PEPPERS

Mini sweet pepper supplies remain limited as Baja crops and yields have been severely impacted by earlier adverse weather. Sizing, green cast, and overall quality are concerns, restricting the availability of retail-appropriate fruit. Small volumes from Mainland Mexico are beginning over the next few weeks, but supplies are likely to remain very snug through late December.

GREEN BELL PEPPER

Bell pepper supplies are tight in the East as Georgia winds down and Florida has yet to reach significant production. Early Florida harvests are yielding mostly large-sized, choice-grade fruit, with quality currently marginal. More fields are expected to come online in 2–3 weeks, weather permitting, which should improve both supply and quality. In the West, Coachella remains the primary source, with mostly good quality and no major issues reported. Mexico has begun crossing small volumes but is running slightly behind schedule; more consistent supply is expected in mid- to late December as additional growers and fields come into production.

HARD SQUASH

Eastern hard squash supplies were adequate for Thanksgiving, but availability is now beginning to tighten, particularly for spaghetti squash as growers approach the end of the shipping season. Product remains available from Maine, New York, and a few other locations, though the Eastern season is expected to wind down over the next several weeks. Winter demand will increasingly shift to Mexico, where production is underway. Overall availability is adequate and should remain steady in the near term. Quality is mostly good across all four varieties, though some grower-specific concerns have been reported.

CUCUMBERS

Cucumber supplies are limited in the East. Georgia's season has ended, and Florida's fall acreage is producing light volume. Despite recent rains, quality is average. Florida harvests are expected to continue into mid-December before winding down for the season. Honduras typically begins shipping around the same time and is expected to start on schedule this year, though volumes are projected to be significantly lower due to elevated shipping costs.In the West, Sonora and Sinaloa are both shipping cucumbers, with overall supplies at moderate levels. Sinaloa has an edge in quality and color, typically offering the preferred dark-green fruit, while Sonora's quality remains consistently acceptable but lighter in color. Early fruit from Sinaloa is little small on sizing but this should improve in the next few weeks. Sonora production is expected to continue until the first freeze. Supplies should strengthen as December progresses and more Sinaloa farms come into production.

GREEN BEANS

Eastern green bean supplies are critical this week, with Georgia finished, North Florida harvesting very lightly, and South Florida's start delayed. Quality on available product has been mixed, and some lots have been rejected, further limiting supply. A few growers are expected to begin harvesting in light volume this week, with more coming online after Thanksgiving. Western supplies are also extremely light, with limited volume available from Sonora, Central Mexico, and Sinaloa. Baja has product as well, but quality has been fair to poor and may not meet the needs of many buyers. As in the East, a few growers are expected to start up this week, with most production anticipated to begin after the holiday.



LIPMAN FAMILY FARMS PROMOTES FOUR TO LEADERSHIP ROLES; ELYSE LIPMAN AND DARREN MICELLE COMMENT

ANDNOWUKNOW.COM November 17, 2026



Lipman Family Farms is proud to announce the promotions of its new Vice President of Sales, Amy Holcomb, and three Regional General Managers: Nick Brown, Chance Singletary, and Ben Branscomb.

Lipman created each of these new roles to formalize strategies and responsibilities related to the company's continued growth. The Vice President of Sales will align the sales organization for high performance and tailor service to meet unique customer goals. The Regional General Managers will connect facilities and resources across more than 30 Lipman locations, supporting collaboration and improving support for customers across North America.

Holcomb moves from Director of Foodservice into the Vice President of Sales role. Based in Dallas, she has spent 18 years with Lipman, also serving as a Salesperson and National Account Manager. Her strategic, customer-first mindset and service-leadership style are important to overseeing several Lipman teams, including national accounts, customer service, sales insights and marketing.

As Regional General Manager of the West, Brown will oversee operations across Lipman's West Coast facilities. He has been with Lipman for 14 years and has been instrumental to growth in Lipman's West Coast operations, including two recent acquisitions for the company: Inland Premium Packers in Riverside, California, and Farm Fresh in Phoenix. He is based in Northern California.

Singletary oversees operations in Florida, Texas and Colorado as Regional General Manager, South/Central. He has spent seven years at Lipman, helping the company add Florida repack and fresh-cut capacity, accelerating success in two of the company's key growth areas. He will also support the growth of Lipman's newest category, fire-roasted salsas, that launched earlier this year. He is based in Florida.

In his role as Regional General Manager, Northeast, Branscomb handles operations in North Carolina, Tennessee, New Jersey and Connecticut. During his 14 years at Lipman, he established the company's National Operations Team, which he will continue to lead. He is based in Knoxville, Tennessee.

"Amy, Nick, Chance and Ben have earned the trust of their teams and customers as they've grown into leadership roles at Lipman," said Elyse Lipman, CEO of Lipman Family Farms. "These roles connect every account to Lipman's operational hubs and the broader sales organization, helping us to provide the scale of a national enterprise while ensuring agility, speed and responsiveness close to home."

READ MORE HERE

IN THE TRENCHES: THE PRODUCE BUYER AND SELLER ALLIANCE

THEPRODUCENEWS.COM NOVEMBER 20, 2026

The produce business is mostly about buying and selling. Every day in the produce trenches salespeople are selling something and buyers are purchasing it. This is the industry at its best. This constant motion is what keeps the produce industry alive.

A buyer listens, evaluates and then both parties move to the negotiation table. I've sat at that table more times than I can count. Some negotiations were productive — others fell apart and failed. In many cases, the failures could have been avoided through simple mutual concessions, but compromise is never easy when each side enters the room with different goals, pressures and expectations.

Selling and buying produce is not a casual exchange. Sellers don't stroll into an office, shake hands, show a sample, crack a joke and walk out with a signed commitment. Buyers don't glance at a product line, yawn and approve a program. The process is more than that. Quality, availability, pricing, risk, timing, freight, weather, market conditions and personality all influence the outcome. Every meeting is a special process.

A seller's primary goal is to present items and programs that are approved by the decision maker. They rely on product knowledge, samples, fact sheets, detailed specifications and pricing strategies. Their job is to influence the buyer through clarity, confidence and credibility. Strong sellers know their product, their company, their supply chain and their competitive advantages — and they know how to communicate.



A buyer's main goal is to purchase items that meet company standards, sell quickly and generate the budgeted profit. Buyers must understand the seller, the company behind the product and the program being offered. They must evaluate risk, manage inventory turns, forecast demand, monitor quality and negotiate pricing. Produce directors often hold the advantage in meetings because they control the final decision, but that authority comes with enormous responsibility. One wrong call can damage margins, disrupt inventory, disappoint customers and lose money for the company.

No two sellers are alike. Salespeople come in all shapes and styles. Some are energetic, charismatic and upbeat. Others are reserved, factual and well-organized. Produce directors and buyers operate in a decision making role focused on protecting the company and the consumer. They are cautious because every decision affects profitability, shrink, labor, safety and customer satisfaction.

Produce buying demands more. Retailers today want solutions, not just product and price. They want support, not just availability. They want partnerships, not just transactions. Solutions must arrive before the product, because the product alone rarely solves the challenges retailers face.
Selling today is about helping each other resolve problems. A produce director will pay the asking price if the offer includes a solution that improves efficiency, reduces shrink, enhances quality or strengthens the customer experience. Value is no longer defined only by cost — it's defined by impact.

The buyer–seller alliance is not just a business relationship. When both sides work together, understand each other's challenges and commit to shared success, the results are powerful. In an industry as demanding and fast moving as produce, that alliance is not just beneficial, it's essential.

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

THE HOLIDAY RUSH STARTS WELL BEFORE THE HOLIDAYS.

FOR OUR RETAIL AND FOODSERVICE PARTNERS, NOVEMBER AND DECEMBER MEAN BIGGER ORDERS, TIGHTER TIMELINES AND TABLES THAT NEED TO BE FULL. OUR VERTICALLY INTEGRATED NETWORK, FROM OUR OWN FARMS AND LOCAL PARTNER GROWERS TO PACKING, FRESH-CUT PROCESSING AND DISTRIBUTION, IS BUILT TO KEEP SUPPLY STEADY THROUGH THE BUSIEST WEEKS OF THE YEAR.

