

NOVEMBER 9, 2026 LIPMANFAMILYFARMS.COM

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CROP & MARKET

INDUSTRY INFO

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MARKET UPDATES

ROMA TOMATOES

Roma availability is very limited this week, mirroring the challenges seen on other tomato items. In the East, Florida has not yet ramped up in a significant way. Some early picks are expected to begin over the weekend, with only limited volume anticipated late next week. Early crop reports suggest sizing will run slightly smaller than usual. If weather cooperates, production should gradually build over the next two weeks, but near-term supplies will remain tight. In the West, Baja's production is extremely light with highly variable quality. Central Mexico has somewhat better availability and quality, but overall volumes from the region are still too modest to materially improve the broader supply situation. Meaningful relief is not expected until Sinaloa comes online in mid- to late December.

ROUND TOMATOES

Round tomato supplies remain very limited this week on both coasts due to weather-related setbacks in Florida and Mexico. In the East, Florida has begun light harvesting, but progress has been repeatedly interrupted by rain. Early yields are very light, and quality has been negatively impacted by recent weather. If conditions stabilize and weather improves, production could start to show some improvement over the next 7–10 days, though near-term availability will remain tight. In the West, Baja is still working through weather-damaged fields, with light volume and only fair quality expected to continue into December; no meaningful improvement in yield or condition is anticipated. Central Mexico is also in a light supply position, as overcast and wet weather have constrained production there as well. Real relief for Western round tomato supplies is not expected until Sinaloa comes online in late December to early January, when new-crop volume should finally begin to ease the current shortage.

GRAPE TOMATOES

Grape tomatoes remain in short supply on both coasts. In the East, Florida has started harvesting, but multiple recent rain events have negatively impacted early yields, quality, and harvest pace, slowing the start of the season. If weather cooperates, expect a gradual improvement in production over the next few weeks. In the West, supplies are very limited out of both Central Mexico and Baja. Jalisco is expected to remain in very light production for the next several weeks as overcast and rainy conditions continue to suppress yields. Baja's crops have also been hurt by weather, keeping volumes light and availability tight. Quality from both Western regions is running fair to good at best, which limits how far the fruit can successfully travel.Looking ahead, Sinaloa's new grape tomato crops are anticipated to come online in early December. As volume builds, this should add much-needed supply to the Western market.

MINI SWEET PEPPERS

Mini sweet pepper supplies are extremely limited this week due to both prior and recent adverse weather in Baja, the primary producing region. Heavy rains this week have caused flooding and crop damage, further reducing already tight availability. Quality on the limited fruit that is crossing is poor, with notable decay, shriveling, and a high percentage of smaller-than-preferred sizing for retail programs. This item is expected to remain very challenging through late December, though there is a possibility of a small amount of new-crop product appearing before then.

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MARKET UPDATES

CUCUMBERS

Eastern production is transitioning from Georgia to Florida. Georgia is on the downside of its season: quality has been mostly good, but more issues are starting to show up on older fruit, and the recent weather event could cause the deal to wind down sooner than expected due to quality pressure. In Florida, light volumes are coming from both Central Florida and the Immokalee area. Yields in South Florida have been lighter than usual so far due to rain, and the recent 10+ inches of rainfall could negatively impact upcoming harvests, keeping supplies constrained in the near term. In the West, Baja's cucumber supplies are winding down quickly. Most volume is now crossing through Nogales from Sonora and Sinaloa. Overall supplies are a bit on the light side: weather has impacted Sonora's harvest levels, and Sinaloa is only just getting started. Expect more fruit and improved availability out of Sinaloa over the next two weeks as production ramps up.

GREEN BEANS

Green bean supplies remain extremely limited on both coasts, with persistent rain as the primary driver behind the shortage.In the East, south Georgia has had some production, but volumes have been very limited and quality has been negatively impacted by weather. Light harvests are expected to begin in north Florida this week, with some south Florida acreage projected to start the following week. However, with ongoing, frequent rain, both yields and quality are likely to fall short of normal expectations, keeping the Eastern market very snug. In the West, availability is even more constrained. Baja's crops have suffered major damage from prior weather events, resulting in extremely light volume and ongoing quality concerns. Both Sonora and Sinaloa have delayed their start dates until late November or early December. Given these delays and current field conditions, overall supplies are expected to be insufficient to fully meet Thanksgiving demand, and the market will remain under significant pressure in the near term.

CHILI PEPPERS

Georgia remains the primary Eastern supply region for chili peppers and is expected to continue through the Thanksgiving holiday, weather and markets permitting. Plant City and South Florida have started harvesting in a light way, though neither region has its full chili line up and running yet. More varieties should come online over the next few weeks. Quality has been good so far, but there may be some negative effects from last week's significant rains as fields continue to be evaluated. In the West, supplies are limited as season starts in Sonora and Sinaloa are running slightly behind schedule. Currently, chilies are available out of Baja, Central Mexico, and now Sonora, but overall volume is tight. Tomatillos are very limited, with rain significantly impacting quality—especially in Baja—so there is more peeled product available than husked due to these quality issues. All chili items are constrained, with poblanos and Anaheims especially short. Supply is expected to strengthen in 2–3 weeks as Sonora expands into all varieties and Sinaloa begins its season, which should gradually improve availability.

MINI CUCUMBERS

Mini cucumber supplies remain snug as new growers in Mainland Mexico are slow to ramp up. Southern/Mexican volume should strengthen over the next few weeks as Mexico becomes the primary supply region. Meanwhile, Western Canada's production is winding down quickly and is expected to finish completely in the next few weeks. Quality on the new Mexican fruit has been reported as good, with no major issues at this time.



ELYSE LIPMAN NAMED 2027 IFPA BOARD CHAIR, CALLS ON PRODUCE INDUSTRY TO RECLAIM ITS STORY

THEPACKER.COM October 20, 2026



Elyse Lipman's introduction to supply and demand came not from an economics teacher but instead from her grandfather. When Lipman was a young girl, her grandfather would offer her and her sisters a dollar for popping or destroying tomatoes in the aisles — anything, he joked, to help stimulate market demand. "That was my introduction to the produce business," Lipman says, adding, "Today I stand here as the CEO of the largest fresh tomato and produce supplier in North America but also as a daughter and a granddaughter of this industry."

Lipman took center stage at the International Fresh Produce Association's Global Produce and Floral Show as the CEO of Lipman Family Farms and the newly named 2027 chairwoman of the IFPA board of directors. Accepting the leadership position from 2026 Chair Patrick Vizzone, Lipman urged the thousands of agriculture executives in attendance to reclaim their narrative, restore consumer trust and advocate for fresh produce with a single, unified voice.

Bridging the Gap Between Farm and Consumer

During her address, Lipman underlined a growing disconnect between agricultural producers and the public. While 95% of Americans worked in agriculture 250 years ago, farmers account for just 2% of the U.S. population today — yet continue to fuel the world's largest economy. Lipman notes that while the industry has excelled at creating convenience, it has unintentionally created cultural distance between farm fields and dinner tables.

"When we don't tell our story, someone else will," Lipman says, pointing to recent media coverage surrounding pesticide residues and a summer cyclospora outbreak. Despite USDA testing confirming that over 99% of conventional produce is safe, and less than 0.1% of the 100 billion pounds of produce supplied to the U.S. annually is ever linked to a recall, consumer confidence plummeted. The resulting market fallout drove a 6.3% decline in retail produce sales compared to 2025 — the sharpest single-year drop in more than a decade, she says. "Trust is a supply chain issue, and we need to solve it like one," Lipman says. "Fresh products only move at the speed of trust."

Strategic Growth at Lipman Family Farms

Lipman's call for reliability and accessibility reflects her strategy at Lipman Family Farms, where she has served as CEO since 2023. The Immokalee, Fla.-based supplier has undertaken several major acquisitions and operational expansions throughout 2026 to strengthen its supply chain:

- Inland Premium Packers — Acquired the Riverside, Calif., operation to significantly boost packing capacity in key Western markets.
- Farm Fresh — Acquired the Phoenix-based fresh-cut business to expand capacity in value-added produce categories.
- Thermal-processing expansion — Opened a dedicated facility introducing fire-roasted and kettle-cooking capabilities for retail and foodservice partners.

At the IFPA show, the company also unveiled new branding centered on its promise of delivering produce "grown, crafted and cared for from seed to shelf" under the banner Good from the Ground Up.

A $10 Billion Market Opportunity

Looking ahead to her tenure as IFPA chair in 2027, Lipman points out that only 10% of Americans currently meet recommended daily fruit and vegetable intake guidelines. Moving that figure to just 20% would represent a $10 billion commercial opportunity for the industry while significantly improving public health nationwide, she says.

To capture that growth, Lipman urges produce leaders to model their advocacy on recent successes in adjacent sectors, such as the U.S. cattle industry's rapid mobilization of more than 20,000 letters, emails and phone calls to members of Congress and administration officials within 48 hours to address beef tariff quotas. She calls on the convention attendees to harness that same collective strength — leveraging IFPA's global network across 90 countries to rally around unified policy goals.
"One voice can be ignored," Lipman says. "20,000 are impossible to ignore."

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SNACKABLE PEPPERS DRIVE CATEGORY GROWTH

SUPERMARKETPERIMETER.COM NOVEMBER 5, 2026

Demand for fresh peppers continues to be driven by three key factors: convenience, flavor and quality. Consumers are looking for fresh, flavorful produce that fits their busy lifestyles without sacrificing taste or versatility.

Seedless Mini Sweet Peppers are perfect for snacking straight out of the package, effortless meal prep, or enjoying on the go.Their sweetness, crunch and vibrant mix of red, yellow and orange also make them a colorful addition to any meal, and whether they're paired with a favorite dip, tossed into a salad, or enjoyed as a quick, better-for-you snack, they deliver on what consumers are looking for: great taste, convenience and versatility. Bell peppers, with their vibrant colors, also are on the uptick, as consumers look for ways to brighten and add flavor to everything from salads, stir fries and countless other dishes.

Demand for fresh peppers remains strong, agreed Amy Holcomb, vice president of sales for Lipman Family Farms. "Shoppers see peppers as a versatile, everyday staple. They show up in the convenience aisle, fresh-cut prep, and retail deli." That helps Lipman Family Farms leverage its fresh-cut and fire-roasted value-added solutions for retail shelves and back-of-house, Holcomb said.

Lipman Family Farms is enjoying strong momentum on both sides of its pepper business this season. In its field-grown program, the company is expanding green pepper acreage for the Florida winter season. That strengthens winter supply and builds out its vertically integrated network across the Southeast, Holcomb said. In its protected agriculture program, meanwhile, Lipman Family Farms' greenhouse pepper program in Mexico gives the company significant capacity to grow with its partners. Taken together, field-grown and greenhouse-grown give the company a reliable, nationwide pepper program that customers can count on, Holcomb said. "It makes us one of the strongest and most reliable pepper growers in the region."



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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

SOUP SEASON, MEET PEPPER SEASON. 🍅

WHEN THE EVENINGS COOL DOWN, WE REACH FOR TOMATOES, RED BELL PEPPERS, A DRIZZLE OF OLIVE OIL AND A HOT OVEN. ROAST UNTIL THE EDGES CHAR AND THE SKINS BLISTER, THEN BLEND IT ALL WITH A LITTLE ONION, GARLIC AND BROTH. IT COMES TOGETHER IN UNDER AN HOUR AND TASTES LIKE IT TOOK ALL DAY.



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