

JANUARY 31, 2025

LIPMANFAMILYFARMS.COM

# ON THE H O R I Z O N

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industry updates

**CROP &  
MARKET**  
INDUSTRY INFO





# MARKET UPDATES

## ROMA TOMATOES

Steady and moderate supplies of roma tomatoes are available in Florida this week. After wrapping up in Labelle, Lipman's harvests will be fully focused in the Naples area for the next few months. Other growers are also in production in this region but there are still a few coming out of the Palmetto/Ruskin area at least for another week or two. After seeing some rain check on some of the Labelle harvests, Lipman's quality has been strong from the newer Naples plantings. Sizing has also been good, with mostly jumbo and XL fruit available. Mexico's winter production is also healthy this week, with strong volumes coming mostly out of the Sinaloa region. Sizing is heavier to big fruit and quality is good. We expect relatively steady supply for the coming weeks, barring any weather issues.

## ROUND TOMATOES

Florida's round tomato production continues at strong levels this week. Although some of the remaining growers in the Palmetto/Ruskin area are beginning to drop off, south Florida is in full swing and will be able to maintain strong availability for the immediate future. Lipman is primarily harvesting in the Naples area, where we will continue for the next 6-8 weeks. Fruit quality has been very nice on both crown and 2nd picks and should continue to be as long as weather cooperates. Although crown picks are skewed toward larger sizing, a good mix of options is available to meet both retail and foodservice needs. In Mexico, the Culiacan, Guasave and La Cruz areas are harvesting good volumes with sizing heavier to larger fruit (3x3's to 4x5's). Quality is also strong out of Mexico. Of note, Baja is now officially finished and East/Central Mexico's supply is dwindling as the season declines.

## GRAPE TOMATOES

Although last week's cooler temperatures spread out harvests a bit, there are good supplies of grape tomatoes in Florida. Most growers, including Lipman, are picking across multiple plantings, providing steady numbers. Lipman is just finishing up in Labelle, which will put in the Naples farms for the next several weeks. Other than some lighter color, quality has been sound. In Mexico, grape tomato supply is strong out of the Culiacan area and quality is good. Lighter supplies are also available in Baja and Central Mexico. Supply looks to remain consistent in both Florida and Mexico for the next several weeks, barring any significant weather events.

## GREEN BELL PEPPERS

With last week's rain pushing harvests into this week, Florida currently has strong supply of bell peppers. All sizes are available and overall quality is good. There are still some off grades coming out of Plant City, but the bulk of production is centered in south Florida. The current supply and market situation will nudge farms out of older fields, which should further sharpen quality over the coming days. Prior cool weather has slowed Mexico's production a bit, but supply continues to be adequate in the West. Quality has been good, although weather conditions made the fruit somewhat more susceptible to bruising. With a warmer weather pattern in place, both production and quality should move in a positive direction over the next 7-10 days.

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## **TOMATO ON THE VINE (TOV's)**

With relatively light demand and plenty of supply in Mexico, TOV's are easy to come by this week. Quality is good but as inventories start to build, we will be on the lookout for any age issues.

## **ENGLISH CUCUMBERS**

English cucumbers continue to be readily available out of Mexico. Supply levels should stay consistent through February although we expect to see stronger demand as retailers plan ads for the middle of the month. No major quality issues have been reported.

## **YELLOW & ZUCCHINI SQUASH**

Summer squash continues to be challenging this week. Florida's production has been limited and quality is just fair. New zucchini fields are expected to come online in the next 10-14 days with yellow following a week or so later. Mexico's production has also been light due to the prior cool weather but we are starting to see a few more zucchinis this week. We should see a gradual improvement in volumes over the next few weeks, with production back to seasonal levels by March. Quality has been mixed by lot and grower.

## **CHILI PEPPERS**

Plant City is still harvesting jalapenos and poblanos, but is expected to finish up over the weekend, leaving all Eastern chili production in south Florida's hands. Harvests have been more consistent this week with most varieties available in adequate supply. Cubanellas and Hungarian wax peppers are the exceptions, as they have been coming up a little shy of demand. Mexico continues to have strong supplies of all chili varieties, with the majority of fruit coming out of the Sinaloa region. Quality has been very strong on most types of peppers, but we have seen some concerns with dry husks and splits on tomatillos.

## **MINI SWEET PEPPERS**

With multiple growers in production in both Sinaloa and Sonora, mini sweet pepper supplies are strong. There are some reports of greening and smaller sizing but overall, the fruit quality is good.

## **MINI CUCUMBERS**

Mini cucumber supply has lessened in Mexico due to the prior cool weather, but supply is still mostly adequate and quality is good.

## **CUCUMBERS**

Eastern cucumber supply is a Honduras deal at this time. They are bringing in consistent, moderate supply but quality can be hit or miss. Eastern supply is expected to remain similar until Florida resumes production with spring plantings in March. Western supply continues at moderate to good levels mostly coming out of the Sinaloa area. Overall quality is strong with only a few minor issues here and there.

## **ORGANIC ROMA**

Organic roma tomato supplies continue to be good from the Sinaloa area in Mexico. Now that volumes and inventories are building, we are seeing a little more color on the fruit. But, quality is solid.

## **ORGANIC GRAPE TOMATOES**

Organic grape tomatoes continue to be readily available out of Mexico's Sinaloa region. There's still some fruit in Baja, but they'll be wrapping up over the next few weeks. Quality is strong, as long as the fruit is fresh.

## **GREEN BEANS**

Green beans have been in tight spot in the East this week. Prior rain and cool weather caused a temporary skip in the growing areas (the Lake, Immokalee, Homestead). Production should be back to more normal levels in the next few days as the weather moderates. Western supply and quality have improved, thanks to warmer temperatures.

## **ORGANIC VEG**

**YELLOW AND ZUCCHINI**-After experiencing short supply for the past several weeks, new organic squash fields have started. As harvest volumes begin to build, we should see supply normalize. Quality has improved significantly on fruit from the new plantings. **BELLS**-Organic green bells continue to be available in adequate supplies this week. Production will gradually slow over the next few weeks as the season nears the point of decline. Quality is nice on fresh product, but not as sharp on any inventoried fruit. **CUCS**- Organic cucumbers are plentiful to the point of excess supply this week. The majority of product is coming from the Sinaloa region where quality has been solid.



## LIPMAN FAMILY FARMS COMMITS TO INNOVATION IN 2025

[SUPERMARKETPERIMETER.COM](https://www.supermarketperimeter.com)

JANUARY 22, 2025

In 2025, Lipman Family Farms is particularly excited about the expansion of its trial program and the introduction of new varieties that are currently being piloted, said Leetha Reynolds, director of retail sales.

Those new products include the Crinkle Pepper, Monet Red, and a Medley Tomatoes Pack.

“Our commitment to continuous innovation remains a key focus, as it allows us to explore and cultivate cutting-edge produce that meets evolving market demands.”

Lipman’s growth plans come at a time when demand for greenhouse vegetables and fruits at grocery stores is on the rise, Reynolds said. The consistent quality and availability of both greenhouse and field-grown products provide opportunities for consolidation and customization to meet consumer demand throughout the year.

Recent technological innovations have significantly boosted greenhouse production in recent years, Reynolds said. One of the results is higher yield per space, enabling growers like Lipman to produce more in smaller areas efficiently. Lipman is also testing ways to automate processes through its accelerator program, including automated harvesting and innovations aimed at improving shelf life. The increasing unpredictability of weather conditions has underscored the value of greenhouse farming, Reynolds said. “Where we experience shortfalls in field production due to adverse weather, we can compensate with our greenhouse operations. This flexibility ensures we are always able to supply our products, maintaining reliability regardless of external conditions.”



## HOW COMPANIES CAN CONNECT WITH CONSCIOUS CONSUMERS

[PRODUCEMARKETGUIDE.COM](https://www.producemarketguide.com)

JANUARY 28, 2024

Consumer behavior and purchase drivers are evolving faster than at any point in human history, Story Arc Consulting founder Steve Lerch told attendees during this presentation at GOPEX 2025. The way consumers gather information, make purchase decisions and even the voices they trust look dramatically different than they did just five years ago, and when it comes to reaching the conscious consumer — with an ever-evolving set of health, ethical and environmental values — changes in shopper behavior can be even harder to predict.

If the fresh produce industry wants to reach, influence and forge relationships with this important consumer, it needs to understand them, pay attention to what has their attention, care about what they care about and speak their language.

"We see it more in the younger generations, but we're all changing. We all look different than we did 10 years ago," he said. "We may laugh about addiction to social media and all these behaviors of modern consumers, but these consumers grew up in a world of every platform at their fingertips all the time, countless social platforms to get information, to share information; it has made them the most powerful generation of consumers that's ever existed.

"They can put demands on us as companies that past generations couldn't have," Lerch continued. "If consumers today only want to buy from brands that they can engage with on TikTok, and you don't have TikTok, they'll do that. They'll find it. They'll find a brand that does."

Lerch said these consumers care about sustainable packaging and that they will look for companies that meet their needs in the way they want."

"They want a funny brand, they'll find a funny brand. They want somebody to educate them, they'll find somebody to educate them," he said. "These modern consumers, these conscious consumers, they're not limited to the products that are in front of them. The world is at their fingertips all the time, and increasingly, this access to platforms, this technology, are increasing the transparency of the food industry."

You will never be as honest with anyone in life as you'll be with the Google search bar," he said. "So, using this tool, I can find out what people are searching for right now, today, about my product, about my issues, about sustainability, about organics, about pesticides, about different diets, about different grocery stores. That's a great window into what they really care about."



[READ MORE HERE](#)

# UPCOMING EVENTS:

**MARCH 6-8, 2025**

**SEPC'S SOUTHERN EXPOSURE**

ORLANDO WORLD CENTER MARRIOTT  
ORLANDO, FL

[www.seproducecouncil.com/eventsnetworking/southern-exposure/](http://www.seproducecouncil.com/eventsnetworking/southern-exposure/)

**APRIL 10-12, 2025**

**VIVA FRESH EXPO**

MARRIOTT MARQUIS HOUSTON TEXAS  
HOUSTON, TEXAS

<https://vivafreshexpo.com/>

## PRODUCE SNAPSHOT

DID YOU KNOW BELL PEPPERS HAVE BEEN BRIGHTENING UP MEALS FOR OVER 9,000 YEARS? THESE VIBRANT VEGGIES ARE A GLOBAL KITCHEN STAPLE!

