

FEBRUARY 7, 2025

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ON THE H O R I Z O N

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Bringing you your weekly
industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Florida's roma tomato production is at moderate levels this week, with the majority of harvests concentrated in South Florida. Lipman has finished up in Labelle and is now fully in Naples for its roma production. The sizing of the fruit is mostly larger (L-2X), although it is slightly smaller than the past week. Quality has shown improvement and is currently good across the industry. Overall production is expected to be lighter over the next few weeks, as there will be less acreage in operation as Palmetto/Ruskin finishes up. However, Lipman's harvests are expected to remain steady in the coming weeks. West Mexico's roma volumes are strong and have been consistent. Sizing is heavier to big fruit and quality is good. Central/East Mexico is also contributing fruit to the cause in moderate levels. We expect similar supply conditions in Mexico for the next 3-4 weeks, barring any weather.

ROUND TOMATOES

Round tomatoes are readily available in Florida, with most growers, including Lipman, in crown picks and expecting nice-sized fruit this week. There is an excess of smaller fruit available also as several growers harvested later picks over the past week. Quality has been excellent, particularly from the Naples fields.. With favorable weather conditions continuing, production is expected to remain consistent over the next few weeks. West Mexico (Culiacan, Guasave and LaCruz) is the primary production area for the West, although there's also some light volume in Central/East Mexico. Both volumes and quality are good and sizing is trending toward the large end of the spectrum.

GRAPE TOMATOES

Grape tomatoes are plentiful in Florida. Production continues at steady, strong levels and growers are picking across multiple plantings. Overall quality is good, but color has been a bit lighter over the past week. Warmer weather looks to bring color on and minimize any of these concerns. In Mexico, grape tomato supply continues to be good with most of the fruit coming from the Culiacan area. There are still some light supplies in both Central/East Mexico and Baja, but we'll see the La Paz fields in Baja play out over the next few weeks. No quality issues have been reported.

TOMATO ON THE VINE (TOV's)

Mexico continues to have a solid supply of TOV's with good quality. Movement has been slow, so we are watching for condition on inventoried product.

ORGANIC ROMA

With fruit available in both Sinaloa and central MX, organic romas are available in good supply this week. With light demand and steady production, some inventories are beginning to build. Quality is good from the fields, but we are watching for any older, inventoried product.

ORGANIC GRAPE TOMATOES

Organic grape tomatoes are still plentiful out of the Sinaloa region. Production has been consistent and quality is solid. Baja has now officially dropped off for the season. to return in the summer months.

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CUCUMBERS

Honduras continues to provide cucumbers to Eastern markets. They have strong volumes but slow movement is backing up inventory and causing some quality and condition concerns. We look for Florida to come back online with Spring crops in the first half of March. Mexico continues to provide moderate to good volumes of cucumbers with fruit coming from multiple regions (Sinaloa, Central Mexico and a few remaining in Baja). Overall quality has been good. Supply is expected to remain consistent for the immediate future.

GREEN BEANS

With harvests having been pushed off and lighter yields due to cooler weather, Florida's green bean supply has been on the lighter side. We expect to see some improvement in the next week as warmer temperatures have returned to the growing areas. In the West, Sinaloa and central Mexico's crops have also been in a light mode. Better volumes are expected in the next few days as crops are rebounding from the cool snap. Quality has been good.

YELLOW & ZUCCHINI SQUASH

New fields have come online in Florida, bringing zucchini volumes back to more moderate levels. Yellow squash is still shy as they are running 7-10 days behind the zucchini. The zucchini from new fields is nice, but the yellow squash from older fields is challenged. Look for stronger fruit when the new yellow fields are up and running. In the West, Mexico has good volumes on zucchini and low to moderate volumes on yellow squash. New fields and warmer temperatures have helped to improve both volume and quality. Yellow squash production looks to pick up in another 10-14 days.

EGGPLANT

As Florida works through its lightest spot of the season, eggplant supply is minimal and quality is fair. We don't expect any significant change until mid-March to April when spring crops get started. Mexico's eggplant volumes are low to moderate after the prior cool weather. Quality has been marginal from most, but there is some nice product available. Look for supply to improve over the next 7-10 days.

MINI SWEET PEPPERS

Mini sweet pepper volumes continue at moderate to strong levels out of the Sinaloa area. Overall quality is good, but there are some hit or miss sizing and color issues due to the prior cool weather.

CHILI PEPPERS

With Plant City out of the picture except for a few jalapenos, south Florida is the only area with chili peppers in the East. Cubanelles are snug, but there is light and mostly consistent supply of the other varieties. Despite most of the harvests coming from older fields, no major quality issues have been reported. Between Sinaloa, central Mexico and Sonora, the West has moderate to good volumes on most chili pepper items. Anaheims and poblanos are the exceptions as those volumes are on the lighter side. Overall quality has been good on most items, although there have been some issues on tomatillos due to the temperature ups and downs.

GREEN BELL PEPPERS

After harvests came together last week, there's not quite as many bell peppers in Florida this week, but supply is still moderate on retail sizes and grades and strong on off-grades and smaller sizing. Much of the current harvests are coming from older fields which have brought a few quality concerns. New fields will be starting in the next 5-7 days, which will help sharpen up the quality. For the next few weeks, we expect to see lighter volumes as acreage and yields lighten up until Spring crops start back in March. Meanwhile, Mexico is moving into its peak of production and has strong volumes. All sizing options are available and quality has been nice with good color and firm fruit. Unless growers start to pull back due to depressed markets, we expect to see the strong supply continue for the next several weeks.

COLORED BELL PEPPERS

West Mexico has a little less product available this week, but volumes are adequate, especially on reds. Yellows and oranges are a tad more snug, but are also available consistently. Central Mexico is now in its lighter time of production as several growers with Fall crops have wrapped things up. We will see some new houses start back up in 3-4 weeks, which should give volume a boost. At this point, Canadian production is on tap to begin in early to mid-March.

HARD SQUASH

Light volumes of Honduran butternut and spaghetti squash are available in the East this week but no acorn. Fortunately, Mexico offers good availability on all three hard squash options. Although we do not anticipate any gaps, butternut production could go through a light spot in the next few weeks. Overall, quality has been good on all varieties but we have seen some shrivel on aged product.



WALKING THE TIGHTROPE BETWEEN LEGACY AND PROGRESS

[SEEDWORLD.COM](https://www.seedworld.com)

FEBRUARY 3, 2025

Elyse Lipman knows what it means to walk a tightrope between legacy and progress. As CEO of Lipman Family Farms, North America's largest open-field tomato grower, she stands at the intersection of tradition and innovation — where history meets the future and tough decisions define success. During the Women in Seed: Perspectives for Everyone session at ASTA's Vegetable & Flower Seed Conference, Lipman delivered a candid message about leadership, change and the industry's responsibility to move forward with intention. She didn't just talk about what has worked. She focused on what's next. "I'm constantly facing this healthy tension between maintaining and honoring the tradition of the past and continuing to grow and think ahead," she said.

Lipman recalled one of the company's most pivotal decisions — the moment they chose to develop their own seed genetics. The idea was simple but radical. Instead of relying on outside seed companies, why not breed their own? Their top sales representative floated the idea, not knowing just how transformative it would become. Now, after two decades of R&D, Lipman Family Farms has developed proprietary tomato varieties optimized for flavor, shelf life and climate resilience. Their investment in breeding has not only strengthened their supply chain but also given them a critical advantage in a rapidly changing marketplace.

Lipman said the agriculture industry is at a turning point — one that demands adaptation and a willingness to embrace new technology. "Every company today is a technology company," she said. "Every company is a media company. Every company is an information company." In her view, staying competitive means integrating AI, CRISPR, automation and data analytics into every aspect of the business.

The tools exist, but she believes not every company is using them effectively. "I can't think of an area of our business that is not going to be impacted by technology," she said. The challenge isn't just keeping up. It's making sure that companies don't resist change out of fear of disrupting tradition, she added. "What got us here won't necessarily get us there," she said.

Lipman closed with a challenge for the industry. The future of agriculture isn't something to wait for. It's something to build. "The future is for us to figure out," she said. "It's for us to shape." For Lipman, that means making bold decisions, embracing new ideas and breaking away from outdated molds. It means leading with confidence, even when the path isn't clear.

"We all need to do more with less," she said. "We all need to feed more people. And none of us can do that alone." That future, she argued, belongs to those willing to push forward. The ones who aren't afraid to challenge the status quo. The ones who don't just adapt but drive the change themselves.



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GROCERY EXEC TALKS RETAIL PRODUCE TRENDS

[THEPACKER.COM](https://www.thepacker.com)

FEBRUARY 5, 2025

As consumers become more health-conscious and mindful of where their food comes from, grocers are adapting to meet new demands and preferences.

- Produce-centric snacking — As snacking trends rise in popularity, grocery retailers are leaning into produce as the star of on-the-go options. Snacks such as seasoned roasted chickpeas, dehydrated beet chips and convenient pre-packaged “snackables” featuring cut exotic fruits like dragon fruit and rambutan will be a big focus.
- Hyperlocalized produce assortment — Consumers are increasingly prioritizing local and hyperlocal produce options to support regional farming communities as well as ensuring the freshness of the produce. Markets are responding by sourcing microgreens, heirloom varieties, and other specialty items from area urban and suburban farms.
- Functional and medicinal fruits and vegetables — Shoppers are looking for produce options with added health benefits, such as high-antioxidant berries, turmeric root and other items marketed for their functional properties.

The trends signal a continued interest and demand for healthy, convenient snacks, locally sourced options and functional fruits and vegetables that reflect a broader shift toward mindful eating and sustainability, and these are trends retailers can use to adapt and connect with consumers through fresh, produce-driven offerings.



[READ MORE HERE](#)

UPCOMING EVENTS:

APRIL 13-15, 2025

IFPA's Women's Fresh Perspectives

HYATT PARK CARLSBAD

CARLSBAD, CALIFORNIA

<https://www.freshproduce.com/event/s/womens-fresh-perspectives-conference/>

MAY 28-30

West Coast Produce Expo

JW MARRIOTT DESERT SPRINGS RESORT

PALM SPRINGS, CALIFORNIA

<https://events.farmjournal.com/west-coast-produce-expo-2025/6970017>

TOMATO SNAPSHOT

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