

MARCH 21, 2025

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**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Florida's roma tomato production is in the lightest spot of the Spring season this week as growers work through transitions and cool weather in January has affected yields on current production. Lipman is still working in Naples and will get started in Estero in a light way next week. Quality has been good and sizing on the larger side. However, we will see a little less size once we get into the Estero crop. Overall, the industry will see more steady harvests and volume increases in 2-3 weeks as new crops get started and we get past the cool weather effects. Mexico's roma crops are also transitioning between winter and spring plantings, leading to light production at this time. With warmer weather helping to boost maturity, we should see more volume in 7-10 days. However, overall volume is expected to be lower than the January/February numbers, as many growers have reduced acreage for spring production due to ongoing water concerns.

GRAPE TOMATOES

Although Florida harvests have been light for the past few weeks, we are seeing more grapes this week as new crops come online and warmer weather is helping to improve yields in the current harvests. Lipman is finishing up grapes in Naples and has started new crops on the Estero farm. We anticipate a slight increase in volume over the next 7-10 days. Overall quality is good. West Mexico's grape tomato production is expected to slow down a bit over the next few weeks as existing acreage plays out and they wait for new plantings to come online in mid-April. Both East/Central Mexico and Baja have light supplies now and will see volume increases in May as Spring acreage comes online.

ROUND TOMATOES

Florida farms are currently experiencing the lightest week of round tomato production of the Spring season. Several growers are working through the transition between South Florida and the Ruskin/Palmetto area and all, including Lipman, are seeing very light yields this week due to cool weather during the fruit set period in January. Lipman is still harvesting some 2nds and 3rds in Naples, but has moved into Estero for crown pick fruit. Maturity is coming more slowly than expected and has only allowed us to pick a few times during the past week, which has limited supply. We expect the light volumes to continue for another week, then we should see improvements. Of note, some growers who start a little earlier in the Ruskin/Palmetto region will get up and running in a light way in the next 2-3 weeks, with seasonal volumes to follow shortly thereafter. In the West, the Culiacan area is also in a lighter supply scenario this week as farms transition between Winter and Spring plantings. Warmer weather should bring a little more fruit in the next week but Spring volumes are expected to be lighter than what we saw in January and February. East/Central Mexico growers are also in light supply until late April when Spring crops come online.

TOMATO ON THE VINE (TOV's)

Mexico continues to have moderate production of TOV's while Canada's growers have gotten Spring production underway. Expect more volume from Canada in the upcoming weeks as they get further into the season. No quality issues have been reported.

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GREEN BELL PEPPERS

South Florida farms continue to have steady, solid volumes of bell peppers available. Some new fields are underway, yielding mostly jumbos, while older fields are bringing more choice and suntan fruit to the table. The retail-preferred XL sizing is a little shy this week, but should become more available as farms get deeper into the new fields. Quality has been good, especially on the newer fruit. South Florida will remain the center of production for another 3-4 weeks while we expect to see Plant City bells get going in mid-late April as the transition to the north begins. In the West, Sinaloa's pepper production is a little stronger this week and at moderate volumes. All sizing options are available at this time but we do expect to see size trend downward in a few weeks as growers enter the seasonal decline. Quality has been varied, with good fruit from some and others with challenges. We should see improvements in overall quality in another 10-14 days as new plantings come online.

YELLOW & ZUCCHINI SQUASH

South Florida farms have good supplies of zucchini to offer with lesser volumes of yellow squash this week. Weather events have affected the yellow squash to a greater degree, reducing yields of quality fruit. Expect volumes to remain relatively steady for the short term. Quality is nice on zucchini and average on yellow squash, with some of the usual scarring and scuffing concerns. Plant City is tap to get started in about 2 weeks. Western production is in the midst of transition from the Sinaloa to Sonora areas. Sinaloa will continue into late April/early May if quality and markets allow, but farms in the Obregon area have already gotten started. As in the East, zucchini volumes are stronger than yellows but quality is good on both varieties.

CHILI PEPPERS

South Florida has a little bit of each chili variety but no big volumes. These crops should go until mid-April which is when Plant City should come online. In Mexico, there are moderate volumes of jalapenos and poblanos this week. Serranos, tomatillos, and Anaheims are available but supply is a little more snug on them. Overall quality is good with the exception of tomatillos which are fair at this time.

MINI SWEET PEPPERS

Sinaloa and Sonora's mini sweet numbers are starting to decline, although production is still at moderate levels for the time being. The season should continue until late April/early May if weather permits. After that, Baja, southern California, and Canada will combine to provide supply. Quality is still good, as long as the fruit is fresh and the cold chain has been maintained.

CUCUMBERS

Florida cucumbers have started in a light way and quality is looking nice. We will see more fields come online in the next 7-10 days, increasing domestic supply. The Honduras import program is wrapping up with light volumes and is expected to finish in the next 10-14 days. Mexico's production in the Sinaloa and Sonora areas has improved from last week and is at moderate levels. Quality has been consistent and solid from both areas. Expect an increase in volume next week as warmer weather provides a production boost.

GREEN BEANS

Availability of Florida green beans is on the lighter side this week, in part due to strong demand and also due to lighter yields caused by prior weather in the Immokalee, Homestead, and Lake areas. Growers are on top of their harvests, so overall quality is good. Mexico's green bean supply is also on the light side, primarily due to prior cool temperatures slowing maturity. Current quality is fair, are we've seen some light immaturity, shape and russeting concerns. Look for supply to pick up and quality to improve in the next week as warmer temperatures help bring the fruit that's on the plants to maturity.

HARD SQUASH

Eastern hard squash supply is currently coming from Honduras where the volumes of butternut and spaghetti are starting to lighten up. Quality has been good on butternut but only fair on spaghetti. In the West, butternut squash continues to be the most limited variety with low to moderate volumes available. Acorns are available in moderate volumes with spaghetti being the most plentiful. However, quality is fair on spaghetti with scarring concerns and the occasional issue with age. Sinaloa is still the primary area of production, but we will see new crops get started in Sonora by the 2nd week of April.

EGGPLANT

Florida's eggplant production continues to be very light this week. Plant City should get started in mid-late April, but we do expect less overall volume as Spring acreage has been reduced in other areas. In the West, Sinaloa growers are supplying moderate to good volumes of eggplant and quality is good. We expect to see consistent volumes as we approach the Lent season, but strong demand could impact availability. Looking ahead, Coachella should be up and running in May.



SURVEY DISCOVERS HOW CONSUMERS VIEW HEALTH CLAIMS

SUPERMARKETPERIMETER.COM

March 20, 2025

There's a lot of "noise" on food and beverage packaging, which may be diluting the value of the US Department of Agriculture's organic claim, according to Tom Chapman, co-chief executive officer, of the Organic Trade Association (OTA). The survey of more than 2,500 US consumers showed that while most are familiar with "local," "natural" and "organic" claims, they place higher importance on "free-from" or single-attribute claims, such as "no added hormones" and "raised without antibiotics." The claims carry greater weight in what products finally land in shopping carts.

"Many consumers don't realize that organic certification inherently meets these 'free-from' expectations," Chapman said. "The challenge to the organic sector is to demonstrate the distinct value of the USDA organic label and break through the noise of all the other health, nutrition and sustainability claims in the marketplace.

"Consumers prioritize claims tied to personal health benefits – for humans and animals – over broader environmental benefits. This preference also impacts consumers' willingness to pay for organic products. Interestingly, the survey showed that consumers' perceptions of certifications and claims don't always align with their true definitions or intended purposes.

Younger consumers – at every income level – are more willing to pay a premium for organic, according to the survey. Gen Z leads when it comes to prioritizing organic. As the generation matures, has children and advances professionally, all signs point to the Gen Zers' being the drivers of organic in the future.

The sticking point for organic, according to Chapman, is shoppers frequently do not realize that organic certification inherently meets all these "free-from" expectations. The survey results showed there is an untapped opportunity to more clearly inform consumers, especially younger ones, about the full scope of what that organic label stands for.



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CROSS-MERCHANDISING HEALTH TRENDS: BOWLS, MOCKTAILS, SAUCES

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

MARCH 18, 2025

2025 has been all about health, and this time it is not just New Year's resolutions that fizzle out by February. As consumers become increasingly more concerned with their health and wellness, departments all around have opportunities to cross-merchandise products that make it easier and tastier for consumers to get all the nutrients they need.

Bowls are taking over the foodservice industry. No matter which cuisine you crave, there is a bowl for that. Consumers love bowls for their convenience. It is easy to eat a balanced meal with carbohydrates, protein, and fat when everything is mixed in one container that they can take on-the-go. Bowls also make it easier for picky eaters to eat vegetables they don't like as much when they are combined with flavors and textures that they do like.

The huge push for health and wellness in 2025 has also led many consumers to switch to non-alcoholic beverages. Expect to see an explosion of alcohol-free beverages infused with botanicals, aromatic bitters, and premium mixers designed for an elevated sipping experience.

Displaying zero-proof beer near the hot foods bar, adding ready-to-drink mocktails to cheese and charcuterie refrigerated shelves, and grouping individual mocktail ingredients in produce, encouraging shoppers to grab some citrus fruits or mint leaves to add to their sparkling water at home could be helpful ways to display non-alcoholic items.

Consumers who are trying to eat healthier may be open to trying new sauces. Sauce is an important part of the bowl trend and provides a lot of flavor to otherwise boring vegetables and proteins. Sauces can also add even more health benefits to a meal if they are made with medicinal spices and herbs from around the world, boosting immunity and reducing stress.



[READ MORE HERE](#)

UPCOMING EVENTS:

The Lipman 5K is a race the whole family can participate in. ALL of the proceeds will go towards purchasing backpacks, bicycles, shoes, and other school supplies for Lipman's Annual Backpack Giveaway, hosted in Immokalee every August. This will be the 15th year that Lipman has hosted its backpack giveaway and this is a great way for you to contribute in a healthy way. School supplies are more essential than ever. Help us take the weight off of families during a demanding back-to-school season by registering for the Lipman 5K Run For Backpacks.



The 11th Annual Lipman 5K Run For Backpacks will be hosted in Ave Maria, FL. The event will take place on Saturday, March 29th, 2025 from Annunciation Circle.

Registration ends March 29,
2025 at 8:00am EDT
click the image to register

TOMATO SNAPSHOT

THANK YOU TO
EVERYONE THAT HELPS
US GROW GOOD FROM
THE GROUND UP!



HAPPY NATIONAL
AG DAY

