

APRIL 4, 2025

LIPMANFAMILYFARMS.COM

ON THE H O R I Z O N

*Reliable &
Consistent*

Bringing you your weekly
industry updates

**CROP &
MARKET**
INDUSTRY INFO





MARKET UPDATES

ROMA TOMATOES

Florida has slightly more roma tomato volume this week, though the region remains in an overall light production phase. Earlier cool weather during fruit set contributed to reduced yields, but we're now beginning to see gradual improvement in the numbers. Lipman's primary harvests are currently coming out of the Estero farm, where fruit quality has been solid. Crown fruit is sizing well, primarily in the XX and XL range, but there is a good mix of sizes available from second and later picks. Additional volume is expected over the next two weeks as growers begin harvesting in the Ruskin/Palmetto region. Lipman will transition to their northern fields a bit later than others, with that move planned for late April. With new fields now coming online, West Mexico is seeing moderate to strong volumes of roma tomatoes this week. Sinaloa is currently leading in production, with fruit also available in Sonora, Central Mexico, and Baja. Overall fruit quality has been solid, with a broad range of sizes available to meet varying market needs. Looking ahead, new acreage in both Baja and Eastern/Central Mexico is expected to begin harvest later this month, which should further bolster supply and support consistent availability through April.

ORGANIC GRAPE TOMATOES

Organic grape tomato supply is adequate out of Mexico's Sinaloa area this week. Quality is good as long as the color is at appropriate levels, Fruit with higher color is showing some soft and shrivel. Supplies are expected to be steady for the next few weeks.

ROUND TOMATOES

While round tomato volumes in Florida remain light, growers anticipate moving into more moderate production over the next 7-10 days as warmer weather accelerates growth and helps overcome the earlier yield dips caused by cool conditions during fruit set. Lipman is currently harvesting on the Estero farm, where fruit quality has been strong overall, with only occasional misshaped fruit being graded out. Sizing is trending larger this week, with a noticeable increase in jumbos across the board. As additional growers begin harvests in the Ruskin/Palmetto region and yields continue to improve, supply is expected to steadily strengthen throughout the month. West Mexico continues to harvest from existing acreage, providing moderate volumes of round tomatoes with consistently good quality. New fields are expected to come online in Central Mexico later this month, with additional production from Baja projected to begin in mid-May. Current fruit sizing is running slightly smaller than usual for the region, with more 4x5s and 5x5s in the mix and fewer larger sizes available. As new areas begin harvest and weather conditions remain favorable, supply should remain fairly consistent through the spring.

ORGANIC ROMA TOMATOES

Organic roma quality continues to be a challenge this week. There is some good quality product available but the majority are not holding up well and have various concerns. New fields will start in Sonora in 2 weeks and may bring better availability and quality with them.

[CONTINUED ON THE NEXT PAGE](#)



GRAPE TOMATOES

After a brief lull in March, Florida grape tomato production has rebounded with stronger volumes driven by improved yields. Quality has been excellent as growers shift away from later picks and focus on newer plantings. Lipman is currently harvesting in Estero, with the first fruit from the Ruskin/Palmetto region expected in the next 10–14 days. Overall, Florida's supply outlook is steady and strong for the near term. In the West, the Culiacan region is now past its seasonal peak and experiencing lighter volumes, though fruit will remain available into May. Quality from this area is fair to good, varying by grower and lot. Fresh crops from Baja and Eastern/Central Mexico are expected to begin harvesting in the coming weeks, helping to support continued availability through the spring.

TOMATO ON THE VINE (TOV's)

With both Mexico and Canada in production, TOV supply is solid this week. Expect supply to continue at current levels for the next 3-4 weeks.

GREEN BELL PEPPERS

South Florida farms are in the final weeks of their Spring bell pepper season, with both supply and quality beginning to decline. As we await the start of production in Plant City in the next 2-3 weeks, supply is expected to remain tight. Looking ahead, Georgia is on track to begin harvesting in mid-May, which should help stabilize availability in the East. Mexico is also in the final stages of its pepper season, with supply remaining light to moderate and expected to decline each week until the season concludes. Quality is just fair, as the usual challenges of older crops—irregular shape, scarring, and sizing issues—are becoming more prevalent. Looking ahead, the Coachella, CA growing region is set to begin production in early May.

CUCUMBERS

With more Florida crops coming online, cucumber supply is becoming steady, and we expect this trend to continue for the next few weeks. By early-mid May, supply and production will transition to Georgia. So far, quality has been good, with no major concerns reported. Between Sinaloa, Central Mexico, Sonora and Baja, Mexico's cucumber supply is moderate this week. Sinaloa still has the strongest volumes and expects to continue until mid-late May. Volumes are still light in Baja, but we'll see more growers come online and the volume pick up in mid-late May. Quality continues to be strong on Mexico's product.

GREEN BEANS

Florida's green bean supply has become more steady as farms have now worked past a weather-related short spot in supply. Availability is adequate and quality is good. Mexico is in a state of short supply. With weather going back and forth between cool and warm temperatures, production and yields have been affected. We should see some improvement in supply between now and when the season ends in May.

HARD SQUASH

Eastern hard squash supply remains at minimal levels. Honduras will continue to have butternut available for another month or so but they have had limited spaghetti volumes (due to quality) and no acorn squash. There should be a few in Georgia in late May/early June, but no real significant volume until local growers get going in July. In the West, both Sinaloa and Sonora have hard squash to offer and should continue to have fruit through at least mid- May. Butternut is very snug, as most growers worked through their crops ahead of schedule. Acorn is the most readily available, while spaghetti squash volumes are moderate. Overall quality is acceptable on acorn and butternut, but the spaghettis have the usual scarring concerns. California will get going in mid-late May to provide a domestic option in the West.

CHILI PEPPERS

Eastern chili pepper production remains concentrated in South Florida, where growers are working through their final plantings of the season. There is a limited but steady supply of each variety, with no major surplus. Quality has been strong, as much of the fruit is coming from fresh plantings. The supply will soon begin transitioning north, with Plant City expected to start in about 3 weeks. Western supply is currently coming from three areas in Mexico- Sinaloa, Sonora and Central Mexico .Volumes are light on Anaheims and poblanos, but moderate on all other varieties. Quality is good on most of the chili items, but we're starting to see challenges on some lots of jalapenos that are coming from older fields. Tomatillos are also in a tough quality spot with fair to poor fruit, depending on the growing region. Baja will start chili production in a light way over the next week, adding more volume and varieties gradually.

WATERMELON

Watermelon production is well underway in the Immokalee Florida area. Volume is moderate and quality has been good. Lipman and others will continue to harvest in this area for another 3-4 weeks before moving up to the central Florida region around the 1st of May.



LIPMAN SUPPORTS EDUCATION THROUGH ANNUAL 5K

THEPRODUCENEWS.COM

April 2, 2025

Lipman Family Farms successfully hosted its 11th annual 5k Run for Backpacks on Saturday, March 29, in Ave Maria, FL. This family-friendly event brought together nearly 1,000 participants all racing toward one common goal: supporting local students by providing backpacks, bicycles, shoes and essential school supplies.

This year's event raised an impressive \$93,000, with donations still being accepted. Funds were generated through runner and walker registration fees, community and corporate donations, and virtual race sign-ups — ensuring multiple ways for participants near and far to support the cause. Every dollar raised directly supports Lipman's Annual Backpack Giveaway, scheduled for August in Immokalee, where thousands of students will receive the supplies they need to start the school year prepared and empowered.

Now entering its 15th year, the Backpack Giveaway has provided over 20,000 backpacks to local children, thanks to the generosity of donors, sponsors and community participants. The 5K Run for Backpacks plays a vital role in funding this initiative and has grown into a meaningful tradition that continues to bring people together to give back.

The race brought together community members of all ages for an exciting day filled with music, refreshments and family-friendly activities — all in support of a meaningful cause: supporting local students. It was more than just a race; it was a celebration of community and giving back. Families, students and corporate teams laced up their running shoes, with many returning year after year to show their continued support.

"This event is a reflection of the power of community," said Jaime Weisinger, director of community and government relations at Lipman Family Farms. "For 11 years, we've watched the 5K grow, and every step taken on race day directly benefits students in need. We're grateful to our participants, sponsors and donors who continue to make this initiative a success."

Healthcare Network returned as the presenting sponsor for the third consecutive year, and Winn-Dixie played a key role by donating all the refreshments for race participants. Support from partners like these plays a critical role in keeping the event thriving while making a lasting impact on the community.

"Education is at the heart of our community efforts," said Elyse Lipman, CEO of Lipman Family Farms. "We believe in investing in the next generation, and this event is a key part of that commitment. Seeing so many people come together for this cause is truly inspiring."



[READ MORE HERE](#)

TIPS FOR BOOSTING INTEREST AND SALES IN A VALUE-FOCUSED MARKET

THEPRODUCENEWS.COM

APRIL 1, 2025

Walking into a produce department is often a “wow” moment when it comes to the grocery shopping experience. Vibrant colors catch your eye, while neat, artfully arranged displays reflect the care that associates put into their store. You can learn something new about agriculture here from signage that shares stories about local growers to innovation in action with value-added offerings sold alongside fresh-from-the-field fruits, vegetables, herbs and more. Indeed, there’s a reason why produce sections are often located right off a store’s entrance or in a prominent part of the perimeter. The space evokes freshness, health and wellness, and variety, which are all top of mind among today’s consumers.

Research shows that price is just one facet of the greater meaning of value for today’s shoppers. For example, produce offers key benefits of nutrition, taste and variety for almost any meal or snack — attributes that all appeal to shoppers’ expanded definition of value. In addition, there are 365 eating occasions a year, and even more when you consider how fruits and vegetables can be incorporated into breakfast, lunch, in-between snacks, dinner and even dessert. In addition, people are supplementing take-home food from restaurants with fruits and vegetables prepared at home.

Shoppers also place a high value on eating wholesome, good-for-you foods that support growers and communities. We are getting into that time of the year when most North American stores have more locally-grown produce. It’s an optimal time to take advantage of shopping frequency and there are many ways to do that in a creative way, whether it’s doing a midweek special on salad mixes or starting Strawberry Saturdays. You can also mix up displays more often, to keep your department looking fresh in both a literal and figurative way.

As people continue their at-home habits and incorporate fruits and vegetables across occasions, many are searching for ways to get what they want faster and easier. So, convenience is another important aspect of value for customers and we see that in sustained interest in products like fresh-cut fruit and bagged salads. Ultimately, the notion of value in today’s marketplace encompasses price, convenience, quality, experience and relevance. Produce plays into all of those, and retailers can play into that, too, to see even more increases in sales and volume in the year ahead.



[READ MORE HERE](#)

UPCOMING EVENTS:

APRIL 10-12, 2025

VIVA FRESH EXPO

MARRIOTT MARQUIS HOUSTON TEXAS

HOUSTON, TEXAS

<https://vivafreshexpo.com/>

APRIL 13-15, 2025

IFPA'S WOMENS FRESH PERSPECTIVES EXPO

PARK HYATT AVIARA RESORT

CARLSBAD, CALIFORNIA

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

TOMATO SNAPSHOT

11 years. Over 100K raised. 1,000 reasons to smile. 🏃👟📖

From start to finish, the 5K Run for Backpacks was all about community, connection, and giving back. Thanks to your support, we're able to provide backpacks, shoes, and school supplies to local students in need. We're so grateful to everyone who showed up and made the day unforgettable.

