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**Lipman improving Crimson varieties**

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[Lipman Family Farms'](#) Crimson tomato has been developed to exceed expectations of the ideal tomato. The Crimson is picked at peak freshness and specially bred for its signature deep red color, intense flavor, and high lycopene content with antioxidant properties to provide consumers with maximum health benefits.

An exclusive Lipman field-grown variety, the Crimson offers a longer shelf-life, predictable ripening behavior, and uniform presentation for year-round freshness and consistency. These attributes not only grab a shopper's attention through its vibrant and visual display, but also aid retail and foodservice partners nationwide as the demand for healthy, long-lasting, and fresh produce continues.

"As the flexitarian lifestyle trend continues to grow in popularity, consumers are gravitating toward a variety of fresh produce that they can depend on consistently and are available to them throughout the year," said Lipman Marketing Manager Morgan Stuckert. "Fifty-four percent of consumers say they are eating more fresh produce compared to a year ago."

As part of Lipman's ongoing commitment to producing quality, flavorful produce, the company's research and development team focuses on ways to improve the Crimson variety to better withstand new diseases and enhance its color and flavor throughout the growing season. Additionally, Lipman invests in R&D for innovative and enhanced varieties of tomatoes and other vegetables in the controlled environment agriculture space.

"We strive to custom-grow the best variety of produce for our customers, which is why it's important that we lean heavily into quality research and development for our varieties," said Stuckert. "Our R&D teams partner closely with our farms and greenhouses for deep insight on how to improve harvesting techniques and varietal innovation to enhance the experience of fresh produce from the grow-side to the end user."

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