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## **FPFC opens sponsor, exhibitor slots for 2026 Holiday Showcase**

**June 23, 2026**



The Fresh Produce and Floral Council is now accepting sponsors and exhibitors for its [2026 Produce and Floral Holiday Showcase](#), Aug. 26 and 27 at the Westin South Coast Plaza in Costa Mesa.

The Showcase is the West Coast's largest gathering of produce and floral professionals focused on the seasonal holiday calendar. It's a unique opportunity to network with industry colleagues, learn from keynote speakers and gain insights into industry trends for the holidays.

[Read more](#)

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## **Fowler Farms builds on generations of experience**

**By**

**Keith Loria**

**June 23, 2026**

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After battling drought conditions and unusually small fruit last season, Fowler Farms is entering the 2026 growing season with optimism as favorable weather has created strong conditions for the New York apple crop.

“We got off to a slow start, but we were fortunate,” said Austin Fowler, vice president of the Wolcott, New York-based grower. “There were a lot of frost events that negatively affected crops in other areas of the East, but we were not impacted by that.”

[Read more](#)

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### Kroger, Hy-Vee and Ahold to advance health at Nourishing Change

June 23, 2026



Kroger Health, Hy-Vee and Ahold Delhaize USA are working together to elevate the Nourishing Change movement, advancing the future of health. Founded by Kroger Health, the initiative brings

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together leaders from across healthcare, retail, food, pharmacy, policy, technology, academia and community organizations.

[Read more](#)

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## Fresh Farms kicks off Baja tomato season with strong market position

June 23, 2026



Nogales, AZ-based Fresh Farms is entering the Baja tomato season at an ideal moment, aligning seamlessly with the conclusion of its Sonora crop. This strategic transition allows the company to maintain consistent supply while capitalizing on favorable growing conditions in Baja, where weather has been optimal so far.

[Read more](#)

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## **Healthy Family Project launches Fueling Military Families campaign**

**June 23, 2026**



Healthy Family Project has launched its 2026 Fueling Military Families campaign, a multi-channel cause marketing initiative bringing together leading food and wellness brands to support military families through nutrition education, consumer engagement and charitable giving benefiting Our Military Kids.

Running through July 16, the month-long campaign combines recipe content, registered dietitian expertise, digital media, social engagement and national television exposure to connect families with healthy eating resources while raising awareness and funds for military children.

[Read more](#)

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## **AIPH President Leonardo Capitanio honored with Italian knighthood**

**June 23, 2026**



Leonardo Capitanio, president of the International Association of Horticultural Producers, has been honored as a Knight of the Order of Merit of the Italian Republic.

The honor, known in Italian as Cavaliere al Merito della Repubblica Italiana, is one of Italy's national distinctions recognizing service and contribution to the Republic.

[Read more](#)

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