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### **- Advertisement -**

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**Index Fresh brings new organic avocado innovations to OPS 2026**

**June 26, 2026**

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Index Fresh will spotlight a trio of on-trend organic avocado offerings as it returns to the Organic Produce Summit in Monterey, CA, this July. Buyers are invited to visit Index Fresh at Booth No. 909 to experience the company's latest innovations in organic convenience and sustainable packaging.

[Read more](#)

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## **Dole's award-winning Colada Royale pineapple success fuels new community center in Honduras**

**June 26, 2026**



Dole Food Co. announced the new Foundation for the Development of the Montecristo Pineapple Sector Community Center in El Porvenir, Honduras, near La Ceiba, marking a major milestone in the company’s long-term commitment to reinvesting in the communities where its fruit is grown. The June 16 event celebrated the ceremonial start of construction for the multi-purpose center funded through proceeds from the commercial success of the company’s award-winning DOLE Colada Royale Pineapple.

[Read more](#)

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## Frieda's Branded Produce wins 2026 Good Housekeeping Snack Awards in two categories

June 26, 2026



Frieda's Branded Produce, the No. 1 specialty produce brand in the U.S., announced that Good Housekeeping named two of its products in its 2026 Snack Awards. Frieda's Hulas Ready-to-Drink Coconuts won Best Ready-to-Drink Coconut, and Frieda's Quick Fires Shishito Peppers Sesame Soy

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Side Dish Kit won Best Shishito Peppers, both within the produce category.

[Read more](#)

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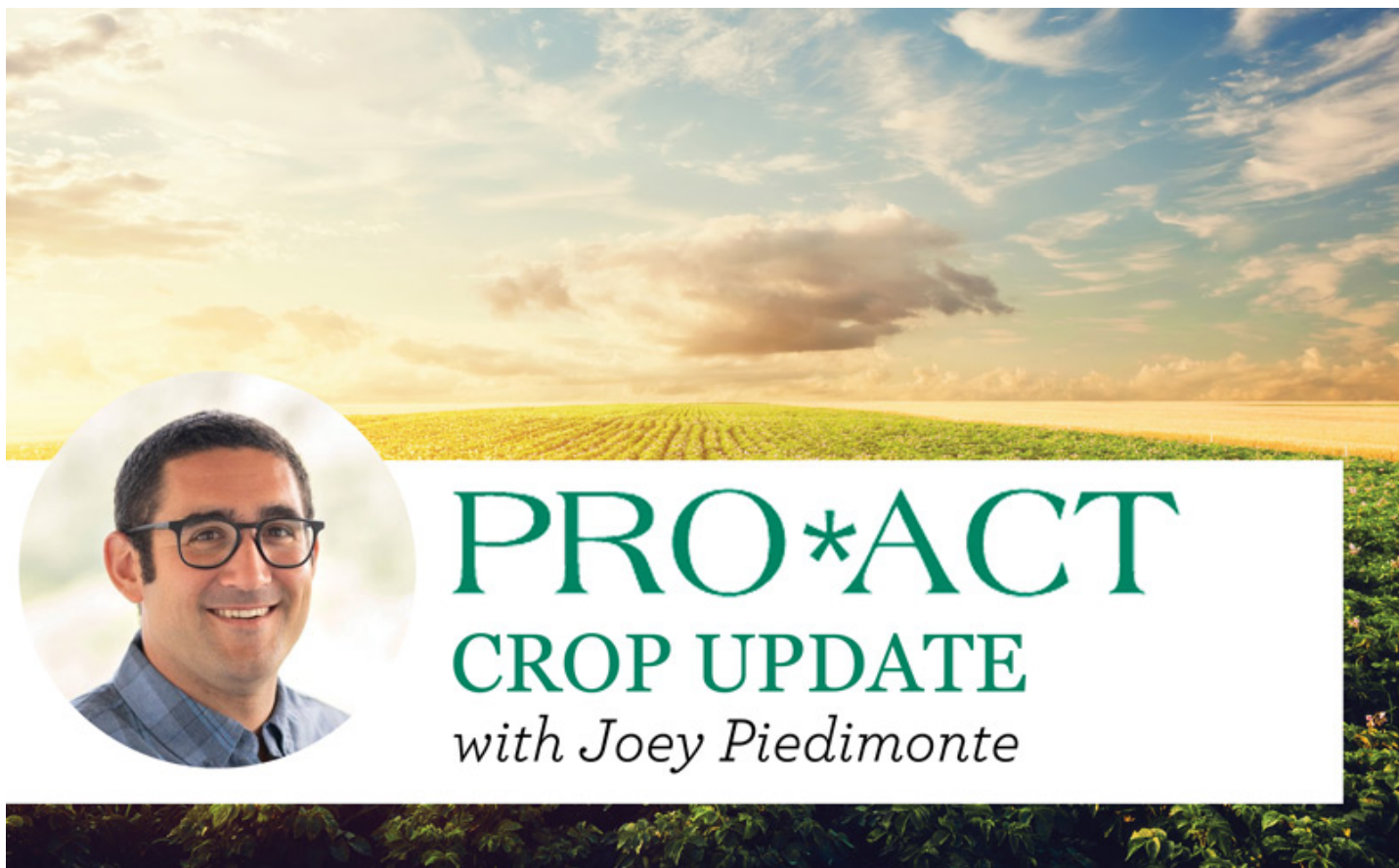
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## PRO\*ACT Crop Update: Lettuce eases, melon squeeze

**By**

**Joey Piedimonte**

**June 26, 2026**



Lettuce markets are finally starting to loosen up after several weeks of elevated pricing and limited availability. Green leaf has already worked its way back toward normal, while romaine, romaine hearts and iceberg should continue easing over the next two weeks as California production improves. Quality is improving, but lighter weights, mildew, fringe burn and internal burn are still being reported. Better yields are bringing more product to market and creating some much-needed relief.

[Read more](#)

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**The Little Potato Co. brings America's favorite flavor to the produce aisle with new 'A Little Homestyle Ranch Microwave Ready Kits'**

**June 25, 2026**



The Little Potato Co. is adding a new staple to its Microwave Ready Kit lineup: A Little Homestyle Ranch. Available at major retailers, the new kit pairs the brand's signature Little Potatoes with the crowd-pleasing flavor of ranch.

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“Ranch is the No. 1 dressing flavor in the country, and potatoes are the No. 1 side dish – it’s the perfect pairing,” said Angela Santiago, CEO and co-founder of The Little Potato Co. “Our new kit makes it easy to get a family-friendly dish in five minutes, leaving more time to enjoy the little moments together.”

[Read more](#)

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**Celebrate America's 250th birthday with even more affordable Fourth of July deals from Natural Grocers**

**June 25, 2026**

**NATURAL GROCERS®**

**EVEN MORE AFFORDABLE<sup>SM</sup>**

**JULY 4<sup>TH</sup> DEALS!**

**{N}POWER® PRICING ONLY • JUNE 26 - JULY 3**

**UP TO 43% OFF**

**GIVEAWAYS • SWEEPSTAKES • MORE!**

The advertisement features a collection of grocery items including: ZACK'S MIGHTY ORGANIC TORTILLA CHIPS, AVOCADO OIL, NACHO, BACHAN'S JAPANESE BARBECUE SAUCE, SANTA CRUZ TART CHERRY LEMONADE, WOODSTOCK ORGANIC TOMATO KETCHUP, Daiya Dairy-Free CHEDDAR SHREDS, THOUSAND HILLS 100% GRASS FED BEEF, GROUND BEEF 90% LEAN 10% FAT, udis WHOLE GRAIN Hamburger Buns, CRISPY PLANTAIN CHIPS, YACHAK YERBA MATE, and SUNWARRIOR ACTIVE CREATINE. A superhero character in a red cape and top hat is also featured.

As Americans prepare to celebrate 250 years of independence, Natural Grocers is helping customers gather, grill and save with its Even More Affordable Fourth of July Deals. From June 26 through July 3, {N}power members can enjoy savings of up to 43 percent on picnic-ready favorites. To help inspire holiday menus, Natural Grocers is also featuring a collection of festive, kitchen-tested recipes, from crowd-pleasing appetizers and sides to refreshing summer beverages.

[Read more](#)

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- 
- [Current page 1](#)
  - [Page 2](#)
  - [Page 3](#)
  - [Page 4](#)
  - [Page 5](#)
  - [Page 6](#)
  - [Page 7](#)
  - [Page 8](#)
  - [Page 9](#)
  - ...
  - [Next page »](#)
  - [Last page Last »](#)