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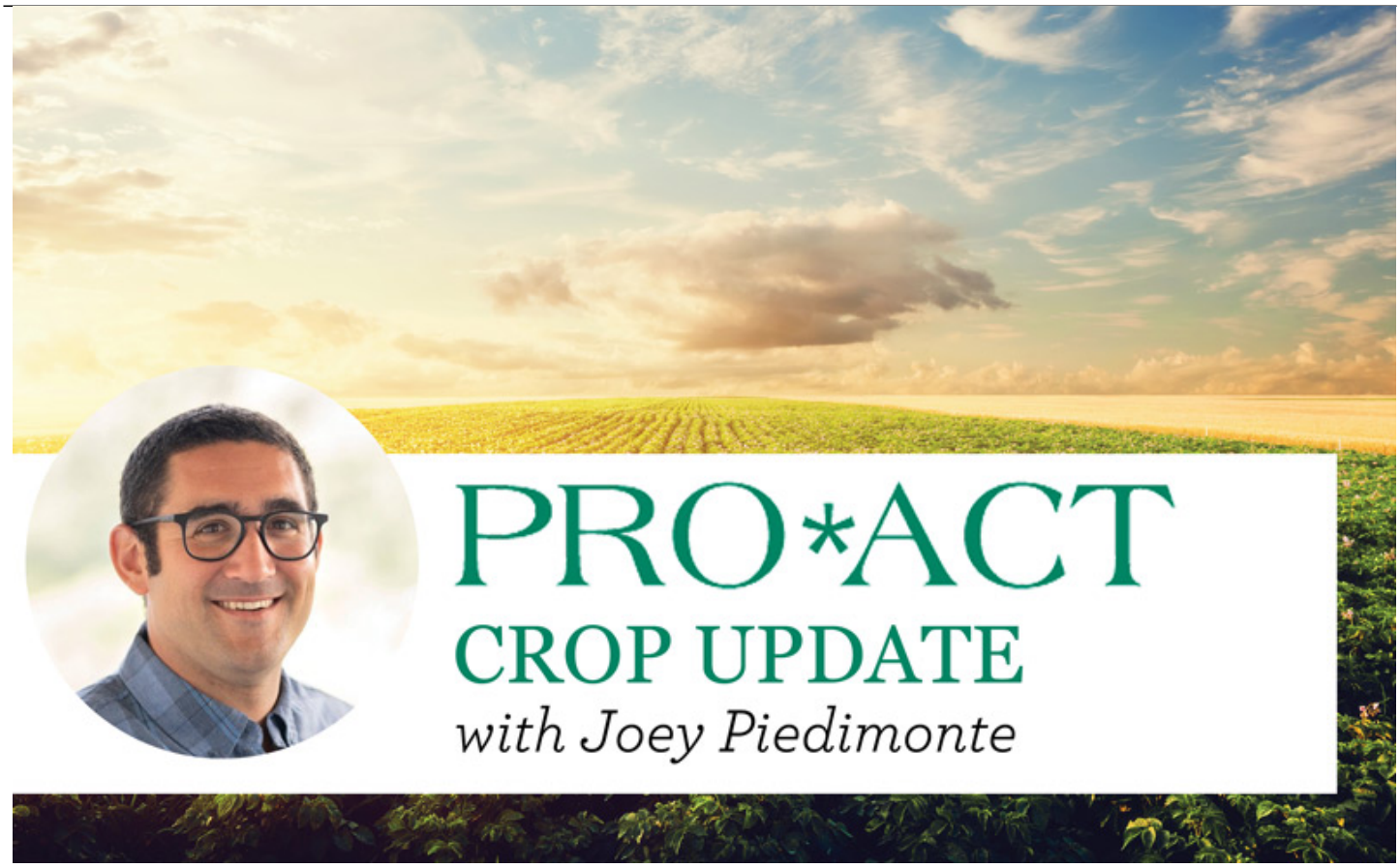
PRO*ACT Crop Update: Romaine calm, lettuce rebound

June 3, 2026



Romaine and Romaine hearts remain the main focus this week as supplies continue to tighten across the Salinas Valley. Markets have moved higher over the past two weeks and are expected to remain elevated into mid-June, at minimum. Disease pressure, uneven stands and recent weather interruptions are all reducing harvestable yields and keeping availability limited.

Read more

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75 years and growing: The people behind the peel

June 3, 2026

In an industry where startups bloom and fade with the seasons, Goody by Blue Banner Co. stands apart — not because it’s a bold new division, but because of something far more durable: the people who have shown up, season after season, decade after decade, to do the work.

Read more

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Improving food access for people facing hunger with USDA-backed initiative

June 3, 2026

The Southeast Regional Cooperative Inc. (SERC), a Feeding America network member, has worked alongside food banks and industry leaders across the Southeast to strengthen the charitable food supply chain through collaborative grant work. The SERC has coordinated this work over the past year and a half through the U.S. Department of Agriculture’s Resilient Food Systems Partnership (RFSP), a two-year grant that has brought together food bankers, growers and supply chain experts to work on improving access to nutritious food for neighbors facing hunger.

Read more

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CPMA names 2026-27 chair

June 3, 2026

The Canadian Produce Marketing Association announced David Dubé as the 2026-27 CPMA Chair following his appointment during the board meeting held concurrently with the 2026 CPMA Convention and Trade Show in Toronto.

Dubé is known by many in the produce industry for his leadership of Krown Produce, Krown Imports and The LID Co., which fall under the umbrella of parent company Concorde Group Corp, a company he purchased in 1996.

Read more

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METRO CEO to retire, successor named

June 3, 2026

METRO Inc. President and CEO Eric La Flèche will retire at the end of the 2026 fiscal year after more than 18 years at the helm of the company. Marc Giroux, currently chief operating officer, to succeed him, effective Sept. 27. In order to support a smooth and orderly transition, the board will appoint La Flèche as chairman of the board of directors, and Pierre Boivin, current chairman, will be appointed vice chairman and lead director, also effective Sept. 27.

Read more

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Industry veteran joins Naturipe leadership

June 3, 2026

Naturipe Farms has named Jennifer Pulcipher as vice president of compliance, adding an experienced leader to support the company’s ongoing focus on food safety and responsibly grown produce.

Pulcipher brings more than 13 years of executive leadership experience in food safety, sustainability and global supply chain compliance within the fresh produce industry. Her expertise spans regulatory compliance, third-party certification programs, crisis management and global supplier standards.

Read more

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