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California table grape season arrives early with

June 22, 2026

Pretty Lady Vineyards is welcoming the start of the California table grape season earlier than normal, giving retailers the opportunity to bring fresh California-grown grapes to shoppers ahead of schedule.

The early start means retailers can capitalize on strong summer demand and build excitement around the season's first premium varieties, including Sugar Drop, Ruby Rush and FlavorCrush

grapes. Known for their exceptional sweetness, crunch and eye-catching appearance, these varieties help create impactful displays and drive impulse purchases throughout the produce department.

[Read more](#)

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Zuhlke sees packaging performance driving produce decisions

By

Keith Loria

June 22, 2026



For decades, Kurt Zuhlke & Associates has supplied packaging solutions to the fresh produce industry, helping growers, packers and shippers protect products while meeting the changing demands of retailers and consumers.

In 2026, company founder Kurt Zuhlke believes the biggest factor influencing packaging decisions isn't sustainability or innovation — it is the economic realities facing consumers and the produce industry.

[Read more](#)

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Antirrhinum 'Shiryu Kiss' wins double at HTA National Plant Show

June 22, 2026



Antirrhinum 'Shirazu Kiss' won two top honors at the Horticultural Trades Association's National Plant Show, claiming both Best in Show and the New Plant Awards Visitor Vote.

The purple-flowered perennial, bred in the U.K. by Peter Moore, impressed expert judges and show attendees alike at NAEC Stoneleigh in Warwickshire.

[Read more](#)

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In the Trenches: The magic of summer mushroom merchandising

By

Ron Pelger

June 19, 2026



Back in the 1950s, mushroom displays in the produce department consisted of only one or two rows of white mushrooms in a thick paper container. The choice for consumers in those days was one size will have to suit all, but the mushroom future changed when organizations emerged for the purpose of educating consumers and promoting mushrooms.

[Read more](#)

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Freshwave expands citrus program through global sourcing strategy

By

Keith Loria

June 19, 2026



As consumers continue expecting citrus on store shelves every week of the year, The Freshwave Fruit & Produce and Consalo Family Farms are expanding its global sourcing efforts to deliver a consistent supply while navigating an increasingly unpredictable production environment.

For the Vineland, NJ-based company, citrus has become a critical component of its year-round business, complementing domestic produce programs and helping retail partners maintain continuity when U.S. production is limited.

[Read more](#)

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CPMA 2027 Trade Show nearly sold out

June 19, 2026



After successfully hosting its largest Annual Convention and Trade Show to date last April in Toronto, the Canadian Produce Marketing Association is bringing its 2027 annual event to Vancouver, BC.

Exhibit space for the CPMA 2027 Trade Show is already 80 percent sold out, with the remaining booths now available on a first-come, first-served basis. The event will take place April 13-15, 2027, at the Vancouver Convention Centre and will feature more than 700 booths representing produce businesses from around the world.

[Read more](#)

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