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Food Lion celebrates 2026 FEEDYS Awards honorees

July 14, 2026

Food Lion celebrated five honorees during The FEEDYS, an annual surprise awards series honoring those helping nourish neighbors across its 10-state operating area. Food Lion Feeds was founded in 2014 by the omnichannel grocery retailer to address food insecurity in the towns and cities it serves.

Read more

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California avocado harvest on track for 330M pound crop

July 14, 2026

The California Avocado Commission’s mid-season forecast confirmed that the projected harvest still aligns with its original estimate of 330 million pounds of avocados. California’s volume ramped up significantly in May and June to satisfy consumer demand, bolstered by the commission’s increased focus on customized support for retailers who merchandise fresh, in-season California avocados.

Read more

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Western Growers Center for Innovation & Technology selects Sami Robotics for sponsored residency

July 14, 2026

The Western Growers Center for Innovation & Technology selected Sami Robotics, a startup developing a multifunctional robotic platform capable of performing a variety of field tasks to receive the first WGCIT-sponsored residency slot at Reservoir Farms. The startup's initial focus will be on harvesting.

The residency will allow Sami to refine and test its technology alongside growers in real-world conditions at Reservoir’s Salinas location.

Read more

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Catalytic Generators supports ready-to-eat avocado trend

July 14, 2026

Consumer demand for ready-to-eat avocados has transformed the way the fresh produce industry approaches ripening. What was once considered a specialist service has become an essential part of the supply chain, helping growers, importers, ripeners and retailers deliver fruit with consistent

quality, predictable ripeness and reduced waste.

Read more

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Courtney Hernandez joins Moonlight's sales team

July 14, 2026

Moonlight Cos. has added Courtney Hernandez to its sales team, bringing an experienced retail sales leader to support the company’s stone fruit and winter citrus programs while strengthening retail customer relationships.

Read more

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Lipman celebrates 10 years of Grown True Organics

July 14, 2026

Lipman is celebrating 10 years of its Grown True Organics brand at Organic Produce Summit in Monterey, CA, July 14-16.

When Grown True and the Organic Produce Summit launched in 2016, organic produce was emerging as a mainstream, mass-market grocery category. Sales were roughly half the $22.7 billion reported in 2025 by the Organic Trade Association. Today, organic produce is a retail mainstay that leads the entire organic category in sales.

Read more

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