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## **Market Minute: Summer vegetable grilling season is back**

**By**

**Ron Pelger**

**June 22, 2026**

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Fire up those grates and burn off the old food grease as another grilling season gets under way. Whether it's a family gathering or a backyard barbecue party, there's nothing more enjoyable than some roasted fresh vegetables on the grill.

Before cooking, rub a half of a raw potato on the hot grates to create a non-stick surface.

You can char-grill all sorts of your favorite veggies. Here is some vegetable market information:

[Read more](#)

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**Fresh Express, Chiquita, Planet Harvest and World Vision unite to support 1,500 families**

**June 22, 2026**



Fresh Express, Chiquita, Planet Harvest and World Vision are bringing the Fresh Communities Tour to Chicago, Streamwood and the surrounding areas, uniting leaders across the food system to help expand access to fresh food, nutrition resources and meal inspiration for approximately 1,500 families across the region.

[Read more](#)

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**Veg Fresh Farms debuts new organic Purple Crush tomato**

**June 22, 2026**



When the organic Purple Crush tomato first hit produce departments, it quickly captured attention with its striking deep-purple color, exceptional flavor and premium eating experience. Consumers loved it, retailers embraced it and Veg Fresh Farms became obsessed with making it even better.

Now the company introduced the next generation of organic Purple Crush — a new variety that delivers everything that made the original special, with improvements that elevate the experience from first glance to final bite.

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[Read more](#)

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## Next Big Thing elevates awareness of Sweetango

**By**

**Keith Loria**

**June 22, 2026**



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With retailers looking for differentiation and dependability, and a desire for premium apple programs that create excitement, drive traffic and deliver strong turns at shelf, Next Big Thing is seeing big numbers in 2026.

[Read more](#)

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## **Instacart introduces shoppable video feed for advertisers**

**June 22, 2026**

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Instacart introduced “Immersive Feed,” a new short-form, vertical video feed that showcases meals and recipes, currently in pilot as part of Instacart’s suite of inspiration ads. Customers can now browse the video feed directly within their favorite retail storefronts on Instacart and seamlessly add items to their cart. The new experience gives consumers a familiar way to scroll, discover and shop meal ideas on Instacart, like finding the best appetizers to pair with rosé or planning a meal for seasonal occasions, such as a family summer picnic.

[Read more](#)

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## **JOH welcomes new SVP of produce, Metro**

**June 22, 2026**

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Brendan Burns has joined JOH as senior vice president, produce, Metro. Burns brings more than 25 years of consumer packaged goods experience across the beverage and produce categories, building high-performing teams and helping grow nationally recognized brands. Throughout his career, he has led sales initiatives across a wide range of retail channels, including club, mass, grocery, foodservice and hospitality.

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[Read more](#)

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