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Berry Fresh strengthens blueberry offerings with Mountain Blue Orchards

June 23, 2026

Berry Fresh will bring premium blueberry genetics from Mountain Blue Orchards to the U.S. and Canada through its farms in Peru and Mexico, beginning in fall 2027.

The agreement, signed last month between the two parties, strengthens Berry Fresh's blueberry offering, with plantings commencing in 2026 and fruit arriving to customers for the 2027 season.

Read more

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More than a supplier: The Bushwick difference

June 23, 2026

In an industry where consistency matters as much as quality, Bushwick Potato Commission has spent nearly a century earning the trust of retailers, growers and consumers alike.

Since its founding, the company has built a reputation for reliability, helping bring premium potatoes and vegetables to store shelves while fostering long-term relationships throughout the retail community. That commitment has allowed Bushwick to remain a steady presence in a constantly evolving marketplace.

Read more

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TruSource launches fresh produce collective

June 23, 2026

Fresh produce collective TruSource has official launched, bringing together leading regional operating companies — Freshway Foods, Forestwood and Nickey Gregory — with deep market expertise established customer relationships, and a shared commitment to service, quality and reliability.

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Okanagan Specialty Fruits CEO Neal Carter buys back company he founded

June 23, 2026

Pioneering orchardist Neal Carter has regained ownership of Okanagan Specialty Fruits as the company he co-founded marks its 30th anniversary with a fresh new logo and bold plans to revolutionize the fresh produce industry through genome editing.

Read more

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FPFC opens sponsor, exhibitor slots for 2026 Holiday Showcase

June 23, 2026

The Fresh Produce and Floral Council is now accepting sponsors and exhibitors for its 2026 Produce and Floral Holiday Showcase, Aug. 26 and 27 at the Westin South Coast Plaza in Costa Mesa.

The Showcase is the West Coast's largest gathering of produce and floral professionals focused on the seasonal holiday calendar. It’s a unique opportunity to network with industry colleagues, learn from keynote speakers and gain insights into industry trends for the holidays.

Read more

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Fowler Farms builds on generations of experience

By

Keith Loria

June 23, 2026

After battling drought conditions and unusually small fruit last season, Fowler Farms is entering the 2026 growing season with optimism as favorable weather has created strong conditions for the New York apple crop.

“We got off to a slow start, but we were fortunate,” said Austin Fowler, vice president of the Wolcott, New York-based grower. “There were a lot of frost events that negatively affected crops in other areas of the East, but we were not impacted by that.”

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