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SanLucar acquires strategic stake in Twin River Berries

July 10, 2026

SanLucar has acquired a controlling ownership stake in Twin River Berries. The partnership brings together two leaders in fruit and vegetables with a shared ambition: to become the definitive source of premium fruit for customers across North America and Asia. For SanLucar, this marks a major opportunity to expand after a successful start in the U.S. three years ago in one of the world’s most competitive and high?value fresh produce landscapes.

Read more

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Humanitarian athlete and concert pianist join IFPA CEO in Global Show Keynotes

July 9, 2026

The International Fresh Produce Association announced the dynamic keynote speaker lineup for the Global Produce & Floral Show, bringing together influential voices who will inspire attendees with insights on leadership, purpose and impact.

Taking place Oct. 14-16 in Orlando, FL, the Global Produce & Floral Show will feature three unique keynote sessions designed to inform, motivate, and empower produce and floral professionals from around the world.

Read more

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Church Bros. launches organic retail brand

July 9, 2026

Church Bros. Farms introduced Church Brothers Farms Organic, a new retail brand that redefines how organic produce is merchandised at retail. Built around the concept of functional wellness, the brand combines easy-to-understand nutritional benefits, thoughtfully designed packaging and right-sized portions to create a differentiated offering for today's health-conscious consumers.

Read more

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UNFI names new president, CFO and chief commercial officer

July 9, 2026

United Natural Foods Inc. has named Matteo Tarditi its new president and chief operating officer. Additionally, the company has named Louis Martin its new chief commercial officer and Alfredo Luchini its chief financial officer.

These updates, effective Aug. 3, 2026, are designed to align UNFI's leadership structure more closely with its strategy, helping the company accelerate capability building, sharpen operational execution and continue strengthening its financial performance.

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Utah produce manager earns Idaho Potato Lovers Month grand prize

By

John Groh

July 9, 2026

A creative Idaho potato display and a passion for innovative produce merchandising earned Garrett Fowden, produce manager at Kamas Food Town in Kamas, UT, the Western Region Grand Prize in the Idaho Potato Commission’s 2026 Idaho Potato Lovers Month Retail Display Contest.

Fowden’s display met all contest requirements, earning him a place in the grand prize drawing, where his entry was randomly selected from thousands of qualifying displays submitted by retailers across North America.

Read more

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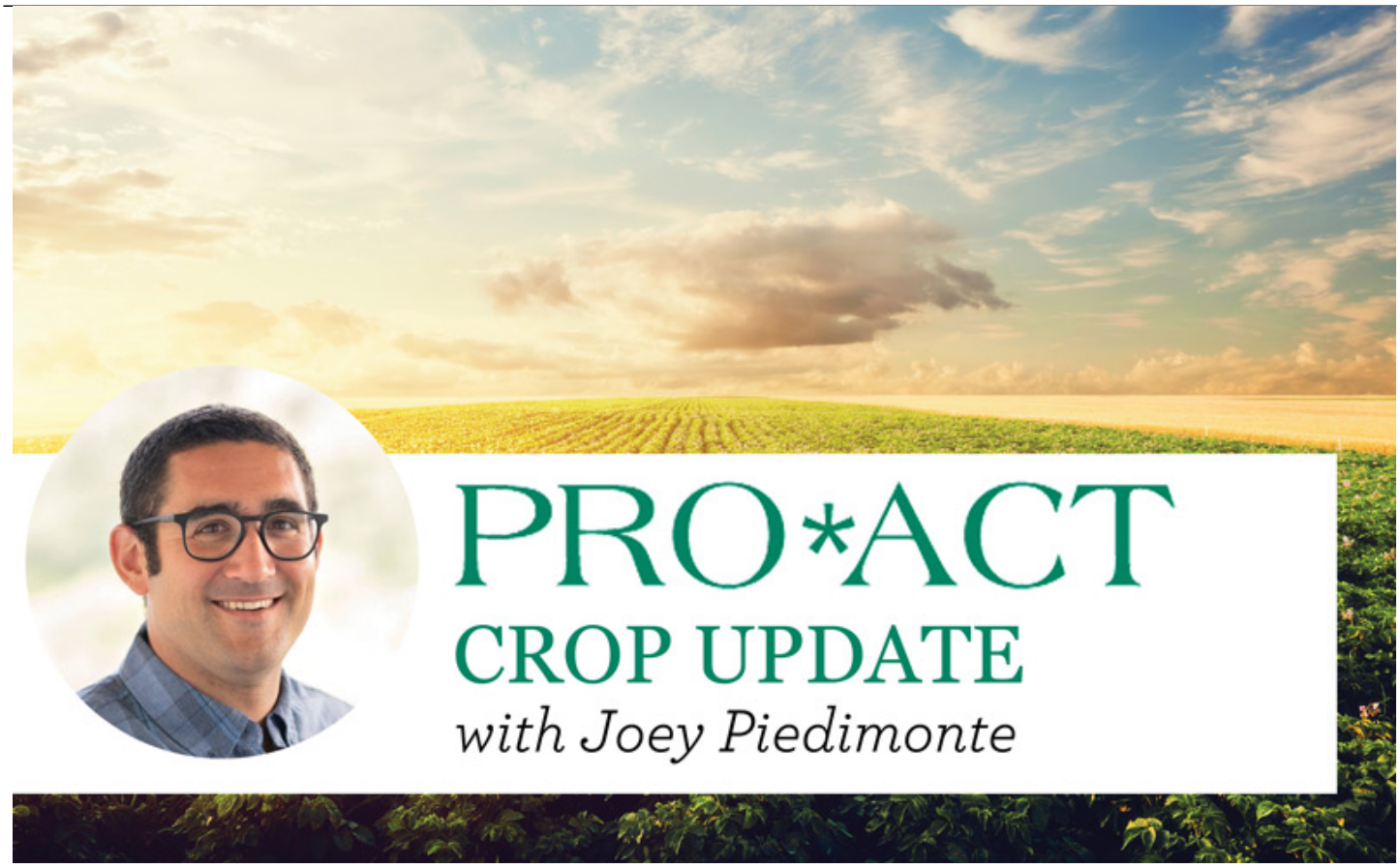
PRO*ACT Crop Update: Rough transition from desert to the San Joaquin Valley

By

Joey Piedimonte

July 9, 2026



Melons remain in focus as the industry works through a rough handoff from the desert to the San Joaquin Valley. The Arizona-California desert season has wrapped up after insect pressure, worsened by a warm winter, reduced yields and forced an early finish. San Joaquin Valley production is under way, but the crop is not building fast enough yet to fully cover demand. Cooler weather this week may slow growth and stretch the supply gap a little longer, keeping markets elevated until new fields gain momentum.

Read more

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