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Melissa's Waterloupe delivers new experience in fast-growing melon category

June 26, 2026



With the outward appearance of cantaloupe and the texture of watermelon, Waterloupe is a standout in Melissa's extensive lineup of high-quality, seasonal specialty melons, offering an exciting new way to experience the pleasures of a perfect, juicy melon.

"I've tasted all the melons," said Kenny Kataoka, key accounts manager at Melissa's Produce, "and this is one of the most unique melons on the market."

[Read more](#)

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Zespri generates excitement with consumer campaign

June 26, 2026



Zespri is elevating its kiwifruit as a nutrient-dense, everyday essential with a Jam-Packed with Vitamins & Minerals campaign focused on the growing consumer demand for health and better-for-you choices. The campaign brings Zespri's global Grown for Good platform to life in-market, championing real nutrition and reinforcing the brand's commitment to natural, whole-food nutrition.

[Read more](#)

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Setton earns Good Housekeeping Snack Award

June 26, 2026



Setton Farms' Dark Chocolate Pistachios with Sea Salt have been named Best Sweet Pistachios in Good Housekeeping's 2026 Snack Awards.

[Read more](#)

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Index Fresh brings new organic avocado innovations to OPS 2026

June 26, 2026



Index Fresh will spotlight a trio of on-trend organic avocado offerings as it returns to the Organic Produce Summit in Monterey, CA, this July. Buyers are invited to visit Index Fresh at Booth No. 909 to experience the company's latest innovations in organic convenience and sustainable packaging.

[Read more](#)

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Dole's award-winning Colada Royale pineapple success fuels new community center in Honduras

June 26, 2026



Dole Food Co. announced the new Foundation for the Development of the Montecristo Pineapple Sector Community Center in El Porvenir, Honduras, near La Ceiba, marking a major milestone in the company's long-term commitment to reinvesting in the communities where its fruit is grown. The June 16 event celebrated the ceremonial start of construction for the multi-purpose center funded through proceeds from the commercial success of the company's award-winning DOLE Colada Royale Pineapple.

[Read more](#)

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Frieda's Branded Produce wins 2026 Good Housekeeping Snack Awards in two categories

June 26, 2026



Frieda's Branded Produce, the No. 1 specialty produce brand in the U.S., announced that Good Housekeeping named two of its products in its 2026 Snack Awards. Frieda's Hulas Ready-to-Drink Coconuts won Best Ready-to-Drink Coconut, and Frieda's Quick Fires Shishito Peppers Sesame Soy

Side Dish Kit won Best Shishito Peppers, both within the produce category.

[Read more](#)

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