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# Trendspotting: National brands vs. private label in fresh departments

**By**

**Craig Levitt**

**June 4, 2026**

It is no breaking news that the biggest differentiator a supermarket has is its fresh departments — especially produce. However, the way customers shop these categories, specifically how it relates to national brand and private label purchases, may be changing.

Read more

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# USDA cites Florida company for PACA violations

June 4, 2026

The U.S. Department of Agriculture has imposed sanctions on National Produce & Farm Products LLC. The company, operating from Florida, failed to make prompt payment to two produce sellers in the amount of $152,035 for produce that it purchased, received and accepted in interstate and foreign commerce from January 2024 to April 2024, in violation of the Perishable Agricultural Commodities Act.

Read more

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# CMI kicks off cherry season with optimism, fresh branding

June 4, 2026

Cherry season is shaping up to be one to celebrate, and CMI Orchards is heading into the season with a lineup of programs designed to make summer shine.

Read more

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# Avocados from Peru celebrates America’s 250th anniversary with sports partnerships, retail programs

**By**

**John Groh**

**June 4, 2026**

With more than 200 million pounds of Peruvian avocados expected to arrive in the United States this summer, Avocados from Peru is launching its most comprehensive marketing campaign ever, combining support for many of the nation's leading retailers with major sports partnerships, consumer sweepstakes, media activations, community outreach programs and patriotic celebrations designed to drive consumer demand throughout the season.

Read more

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# AFE invests in research for the future of Northeast horticulture

## June 4, 2026

Supporting meaningful horticulture research and education has long been a priority for growers throughout New Hampshire and the Northeast. The newly established New Hampshire Horticulture Research Fund brings that shared commitment together in partnership with the American Floral Endowment, creating a long-term resource dedicated to advancing research, innovation and

education that directly benefits the region's horticulture industry.

Read more

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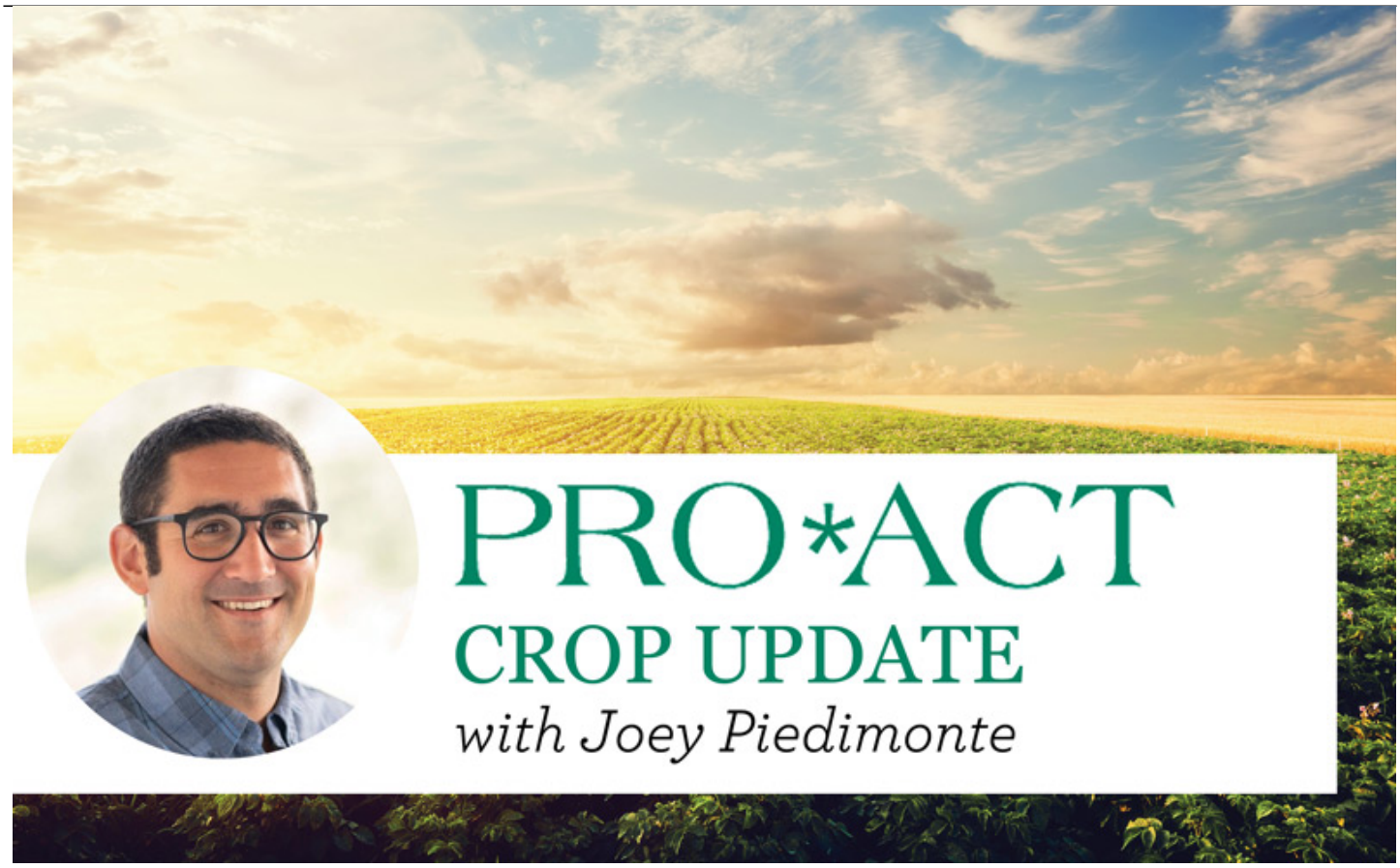
## PRO*ACT Crop Update: Romaine calm, lettuce rebound

## June 3, 2026




Romaine and Romaine hearts remain the main focus this week as supplies continue to tighten across the Salinas Valley. Markets have moved higher over the past two weeks and are expected to remain elevated into mid-June, at minimum. Disease pressure, uneven stands and recent weather interruptions are all reducing harvestable yields and keeping availability limited.

Read more

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