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Wholesum expands Lil' Ones snacking line with launch of organic baby cucumbers

July 1, 2026



As demand for convenient, healthy produce snacks continues to grow, Wholesum is expanding its Lil' Ones brand with the official launch of Lil' Ones Organic Baby Cucumbers at this year's Organic Produce Summit.

The introduction marks the next chapter for the company's snacking-focused line, which debuted with organic pearl tomatoes and was designed to make fresh organic produce more approachable, portable and fun for consumers.

[Read more](#)

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Kroger to acquire Giant Eagle for \$1.65B

July 1, 2026



Kroger will acquire Giant Eagle for \$1.65 billion, which comprises \$1.25 billion in cash consideration and the assumption of approximately \$400 million in outstanding liabilities. Giant Eagle is a leading retailer with approximately \$9 billion in annual sales and 197 supermarkets and 11 standalone pharmacies across northern Ohio, western Pennsylvania, West Virginia, Maryland and Indiana.

[Read more](#)

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Pure Flavor expands service with new Michigan distribution center

June 30, 2026



Today Pure Flavor marked the official opening of its new, state-of-the-art distribution center in Romulus, MI. The nearly 200,000-square-foot facility serves as a central hub for the distribution of the company's fresh, greenhouse-grown produce and is designed to reduce food miles, improve shipping efficiency and strengthen service for retail and foodservice customers across the region.

[Read more](#)

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Trucco forms joint venture with Orsero to drive growth in the North American fresh produce market

June 30, 2026

Trucco



**GRUPPO
ORSERO**

Trucco Group, one of the foremost distributors of fresh produce in the United States, and Orsero Group, a European leader in the import and distribution of fresh fruit and vegetables formed a strategic partnership that will position the businesses for growth in key markets and create significant operational efficiencies.

Orsero and Trucco have formalized the joint venture with Orsero investing into the share capital of Trucco, bringing together complementary strengths and a shared vision for long-term development in the North American fresh produce market.

[Read more](#)

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Consumer demand for organic specialty mushrooms grows at Phillips Mushroom Farms

By

Chris Koger

June 30, 2026



Phillips Mushroom Farms has plenty of organic packs to meet consumers' interests as they move up the value chain, searching for premium quality specialty mushrooms on store shelves.

The Kennett Square, PA-based grower-shipper will be featuring new organic items at the Organic Produce Summit, with an emphasis on specialty mushrooms.

[Read more](#)

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FullTilt Marketing expands team with three strategic hires

June 30, 2026



FullTilt Marketing has hired Anna Martinez, Billie Lentz and Lizzy Voth as the agency continues to expand its team to meet growing client demand.

The three professionals bring complementary expertise spanning agricultural leadership, public relations, brand strategy, digital marketing and consumer engagement further strengthening FullTilt's ability to serve clients across agriculture, produce, food, nonprofits and allied industries.

[Read more](#)

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