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Vick Family Farms promotes sweetpotatoes as a healthy, versatile menu option

By

Chris Koger

July 9, 2026



Vick Family Farms has a compelling message to buyers and menu developers at the International Fresh Produce Association's Foodservice Conference: sweetpotatoes are a top trending menu item.

Charlotte Vick, partner/sales and marketing manager at Vick Family Farms, based in Wilson, NC, said influencers promoting healthy lifestyles have helped the category grow.

[Read more](#)

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**Pure Flavor to highlight expanding U.S. organic program,
greenhouse innovation at OPS**

July 9, 2026



Pure Flavor will be at the 2026 Organic Produce Summit in Monterey, CA, showcasing its latest organic greenhouse innovations and U.S.-grown offerings that are helping shape what's next in fresh produce.

Attendees are invited to visit booth No. 201 to preview the company's organic portfolio highlights firsthand and see how its expanding organic program is supporting strong retail performance and year-round availability.

[Read more](#)

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Uncool cucumber smuggler busted with \$3.7M of cocaine in produce shipment

July 9, 2026



U.S. Customs & Border Protection officers at Pharr International Bridge seized cocaine valued at \$3.7 million in a single enforcement action.

Officers referred a commercial tractor trailer hauling a shipment manifested as “cucumbers” for a secondary inspection. A canine inspection resulted in an alert, and a nonintrusive imaging system scan revealed anomalies in the trailer. Upon physical inspection, CBP officers discovered 112 packages containing a total of 126.5 kilograms (278.88 pounds) of suspected cocaine hidden within the trailer.

[Read more](#)

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USApple's Lynsee Gibbons promoted to VP of communications

July 8, 2026



The U.S. Apple Association announced the promotion of Lynsee Gibbons to vice president, communications. The move recognizes Gibbons' leadership in elevating USApple's communications, strengthening the association's advocacy efforts and expanding its visibility among policymakers, media and the broader apple industry.

[Read more](#)

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SunFed expands foodservice footprint with year-round supply and nutrition-focused solutions

By

John Groh

July 8, 2026



Long recognized as a leader in retail produce, SunFed is increasingly leveraging its expertise in sourcing, merchandising and product quality to expand its presence throughout the foodservice sector.

The Rio Rico, AZ-based company has spent the past several years strengthening relationships with foodservice operators, distributors and institutional buyers, while applying many of the same principles that have driven its success at retail.

[Read more](#)

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Pacific Trellis strengthens fruit division with two new sales executives

July 8, 2026



Pacific Trellis Fruit added two industry professionals to its fruit division sales team: Adam Erceg as sales executive, based in the company's Philadelphia office, and Ty Bamford as sales executive and operations lead, based in the Fresno, CA, office.

[Read more](#)

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