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**Avocados from Peru celebrates America's 250th anniversary with major sports partnerships, national retail programs and consumer activations**

**By**

**John Groh**

**June 4, 2026**

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**WIN 2 TICKETS  
TO THE USA  
WORLD CUP GAME  
ON JUNE 12TH**

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

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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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**75 years and growing: The people behind the peel**

**June 3, 2026**



In an industry where startups bloom and fade with the seasons, Goody by Blue Banner Co. stands apart — not because it's a bold new division, but because of something far more durable: the people who have shown up, season after season, decade after decade, to do the work.

[Read more](#)

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**Improving food access for people facing hunger with USDA-backed initiative**

**June 3, 2026**



The Southeast Regional Cooperative Inc. (SERC), a Feeding America network member, has worked alongside food banks and industry leaders across the Southeast to strengthen the charitable food supply chain through collaborative grant work. The SERC has coordinated this work over the past year and a half through the U.S. Department of Agriculture's Resilient Food Systems Partnership (RFSP), a two-year grant that has brought together food bankers, growers and supply chain experts to work on improving access to nutritious food for neighbors facing hunger.

[Read more](#)

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**CPMA names 2026-27 chair**

**June 3, 2026**



The Canadian Produce Marketing Association announced David Dubé as the 2026-27 CPMA Chair following his appointment during the board meeting held concurrently with the 2026 CPMA Convention and Trade Show in Toronto.

Dubé is known by many in the produce industry for his leadership of Krown Produce, Krown Imports and The LID Co., which fall under the umbrella of parent company Concorde Group Corp, a company he purchased in 1996.

[Read more](#)

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