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Trucco forms joint venture with Orsero to 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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Kroger expands rewards program

June 30, 2026



The Kroger Co. rewards program members now have more flexibility in how they use their rewards. Members can now redeem their Points for dollars off groceries in-store and online, in addition to fuel discounts at the pump.

[Read more](#)

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Taylor Farms celebrates annual scholarship program

June 30, 2026



Taylor Farms has awarded scholarships to 32 new recipients through its 2026 annual scholarship program. As a leading global producer of ready-to-eat salads and healthy fresh foods, Taylor Farms awarded \$575,000 to students this year, bringing the total scholarship funds awarded to date, to nearly \$5.3 million since the program's founding.

[Read more](#)

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Oboya Horticulture brings Bioglitter to the U.S. floral market

June 30, 2026



Oboya Horticulture has become the exclusive U.S. floral industry partner for Sigmund Lindner GmbH's Bioglitter, expanding its portfolio with a new generation of decorative glitter designed for florists, bouquet makers, growers and retailers across the United States. The launch reflects Oboya's broader focus on delivering practical solutions that help growers and floral professionals adapt to evolving market and regulatory demands.

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