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Hronis acquired in Chapter 11 auction, expects 'business as usual' in 2026

July 6, 2026

Hronis Inc., one of California's leading table grape producers, announced the successful completion of its Chapter 11 auction. The successful bidder was the company's current senior lender, Conterra Ag Capital, and the transaction was approved by the court and is expected to close by mid-July, subject to customary closing conditions.

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Bushwick, Dublin Farms celebrate Virginia-grown potatoes with American birthday event

July 6, 2026

Bushwick Commission launched its annual Virginia Grown promotion, highlighting premium potatoes grown at Dublin Farms for Walmart. While the annual campaign reliably delivers special product packaging, a robust digital ad campaign and comprehensive social media support, this year’s celebration reaches historic heights.

In honor of America’s 250th birthday and in celebration of Dublin Farms’ 150th anniversary, this year's promotion introduces a landmark commemorative event bringing together local agriculture, higher education, retail and government leadership.

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Pure Flavor's Rocco Reds tomato wins Superior Taste Award

July 6, 2026

Pure Flavor's Rocco Reds received a Superior Taste Award from the International Taste Institute in Brussels, Belgium.

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Mission Produce foodservice message focuses on avocado, mango ripening

By

Chris Koger

July 6, 2026

Mission Produce has two of the most versatile, in-demand ingredients in foodservice right now — ripe avocados and ripe mangoes — and the company's custom ripening programs will be a key topic at the International Fresh Produce Association's Foodservice Conference.

Mission Produce delivers avocados and mangoes to foodservice operators at the exact ripeness stage they need, said Galen Johnson, senior director of sales. Typically, that is stages three-five, when fruit is ready for use when it arrives at kitchens.

Read more

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Kendall Farms launches direct-to-consumer website, bringing California-grown flowers straight to your doorstep

July 6, 2026

Kendall Farms, the largest grower of waxflower and eucalyptus in the United States, announced Thursday the official launch of its direct-to-consumer website.

For the first time, California residents can shop directly from the farm and receive seasonal arrangements grown and harvested on more than 650 acres.

For decades, Kendall Farms has been a trusted supplier to major national retailers and international markets. Thursday's launch marks an evolution of that legacy: bringing the farm experience directly to consumers.

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Smith family expands partnerships while preserving roots and preparing next generation

By

John Groh

July 5, 2026

For generations, the Smith name has been synonymous with produce, particularly in Maine, where the family’s farming roots run deep. As another summer harvest begins, the Smith family is preparing to transition production back to its home fields in northern Maine, a seasonal milestone that reflects both the company’s heritage and its continued evolution.

Today, the sixth-generation operation continues to expand its network of growing partnerships, broaden its product offerings and position itself for long-term growth.

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