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Courtney Hernandez joins Moonlight's sales team

July 14, 2026



Moonlight Cos. has added Courtney Hernandez to its sales team, bringing an experienced retail sales leader to support the company's stone fruit and winter citrus programs while strengthening retail customer relationships.

[Read more](#)

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Lipman celebrates 10 years of Grown True Organics

July 14, 2026



Lipman is celebrating 10 years of its Grown True Organics brand at Organic Produce Summit in Monterey, CA, July 14-16.

When Grown True and the Organic Produce Summit launched in 2016, organic produce was emerging as a mainstream, mass-market grocery category. Sales were roughly half the \$22.7 billion reported in 2025 by the Organic Trade Association. Today, organic produce is a retail mainstay that leads the entire organic category in sales.

[Read more](#)

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OGVG wins Platinum Hermes Creative Awards

July 14, 2026



Ontario Greenhouse Vegetable Growers' Greenhouse Goodness campaign has received two Platinum Hermes Creative Awards, the highest level of recognition in this international competition.

The awards were presented for the Greenhouse Goodness Strategic & Integrated Campaign – Branding Refresh and the Greenhouse Goodness Website Refresh – Creative Design.

[Read more](#)

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Raley's makes key leadership changes

July 14, 2026



The Raley's Cos. has made a series of leadership appointments designed to strengthen customer engagement, enhance operational excellence and position the company for continued growth across its family of brands: Carol Barsotti has been appointed chief marketing officer; Natalie Slater has been promoted to senior vice president, enterprise operations; and Levi Wingo has been promoted to senior vice president, sales and merchandising strategy.

[Read more](#)

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Westerlay Orchids expands farm-direct access through Box of Orchids online ordering

July 14, 2026

Westerlay Orchids, a third-generation, family-owned company based in Carpinteria, CA, is expanding farm-direct access to premium Phalaenopsis orchids through its Box of Orchids online ordering program. Designed for florists, event planners, venues, interior designers and other wholesale buyers, the program offers a convenient way to order premium orchids shipped fresh from the farm directly to a home, business or event location.

[Read more](#)

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Market Minute: Raspberries are ideal to promote right now

By

Ron Pelger

July 13, 2026



In those early years of long-distance produce shipping, freshness was almost unattainable. Without refrigerated trucks or rail cars, fragile fruits and vegetables simply couldn't survive the trip from growing regions like California to markets in the East. As a result, many delicate produce items never appeared in regional grocery stores because they broke down long before they could reach the shelf. Fresh raspberries were one of those items.

[Read more](#)

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