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Avocados' role in the protein boom

July 22, 2026



The
Foodservice
Conference

Mission Spotlights

AVOCADOS' ROLE IN THE PROTEIN BOOM

Mission Produce Inc. will bring new category insight to the International Fresh Produce Association Foodservice Conference in Monterey, CA, July 23–24, spotlighting the growing opportunity avocados hold as protein reshapes how consumers shop and eat.

[Read more](#)

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Ippolito International ready for IFPA Foodservice

July 22, 2026



IPPOLITO INTERNATIONAL

Ippolito International has been preparing for the 2026 IFPA Foodservice Conference.

“The IFPA Foodservice convention is a ‘destination show’ with our customers — and for good reason,” said Heather Fuller, vice president of business development. “It’s the right time for customers to be here in the Salinas Valley, as we are in full production. Showcasing our field and value-added operations is what we love to do this time of year!”

[Read more](#)

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New tariffs on imports from Canada

July 22, 2026

Monday, July 20, President Trump signed three proclamations instituting 50 percent tariffs on a range of imports from Canada. Cut flowers and inputs into U.S. floral and produce production will be affected by the proposed tariffs.

Products currently covered by the United States-Mexico-Canada Agreement are not exempt from the increased tariff rate. The 50 percent increase will go into effect Aug. 19.

[Read more](#)

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In memory of David J. C. Austin: A floral breeder whose legacy will continue

July 22, 2026



The global floral community joins in mourning the passing of David J. C. Austin, chairman of David Austin Roses, who died at his home in Shropshire, England, surrounded by his family. Thoughts and condolences are with his family, loved ones and the David Austin Roses team.

Though an internationally respected business leader and rosarian, Austin was, first and foremost, a gardener. His love for roses guided a lifetime of work defined by humility, dedication and an unwavering commitment to beauty.

[Read more](#)

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Floriexpo 2026 sets record growth and redefines mass-market floral landscape

July 22, 2026



Floriexpo announced the results of its 2026 post-event exhibitor and key buyer surveys, confirming that the show's record-breaking growth translated into an outstanding experience for both exhibitors and buyers.

[Read more](#)

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Pure Flavor collection earns International Taste Institute recognition

July 22, 2026



Three varieties within Pure Flavor's Cherry Picked collection have independently earned recognition from the International Taste Institute in Brussels, Belgium: Tiki Tomatoes, OMG Tomatoes and Azuca. The recognition confirms that each variety within the collection delivers a distinct, high-quality snacking experience on its own, while together they create a uniquely diverse and complementary flavor lineup.

[Read more](#)

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-
- [Current page 1](#)
 - [Page 2](#)
 - [Page 3](#)
 - [Page 4](#)
 - [Page 5](#)
 - [Page 6](#)
 - [Page 7](#)
 - [Page 8](#)
 - [Page 9](#)
 - ...
 - [Next page »](#)
 - [Last page Last »](#)