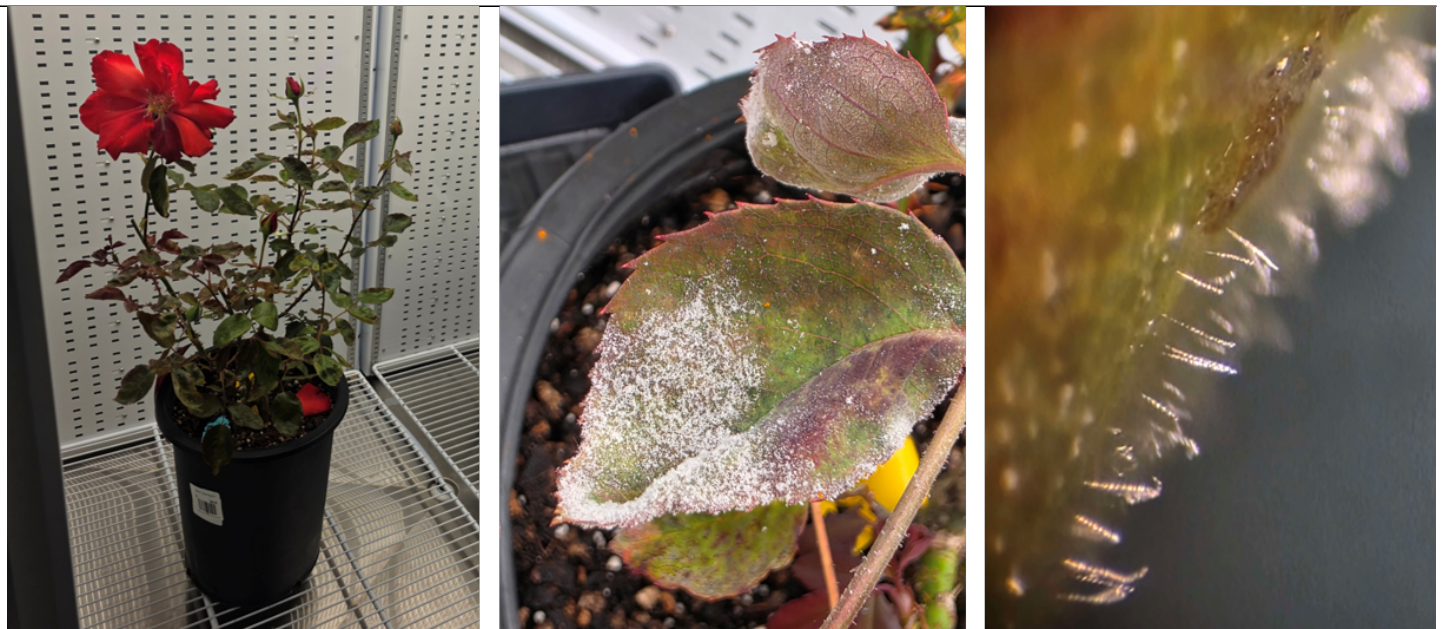

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**RNA-based approach shows promise for managing powdery mildew
in roses**

July 8, 2026



Powdery mildew is one of the most common and persistent diseases affecting ornamental crops, including roses. The disease appears as a white, powdery coating on leaves, stems and flowers. Infection can reduce plant quality by redirecting plant nutrients to the fungus, interfering with photosynthesis and altering leaf and flower development. For commercial growers, managing powdery mildew often requires repeated fungicide applications throughout the growing season.

[Read more](#)

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Windset Farms bringing organic portfolio to OPS

July 8, 2026



Windset Farms is heading to this year's Organic Produce Summit in Monterey, CA. The greenhouse

grower will be exhibiting at booth No. 712 to showcase its organic portfolio, its recent growth and where the company is headed next.

[Read more](#)

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Kroger names new EVP

July 7, 2026



The Kroger Co. announced Emilee De Martino will serve as its next executive vice president and chief people officer. De Martino succeeds Tim Massa, who announced he will be retiring Sept. 18. De Martino plans to begin her time at Kroger by engaging with associates in stores, distribution centers, manufacturing facilities and offices across the country.

[Read more](#)

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B&W Quality Growers brings expanding leafy greens portfolio to IFPA Foodservice Conference

By

Keith Loria

July 7, 2026



As the foodservice industry gathers for the IFPA Foodservice Conference, B&W Quality Growers will be showcasing both its long-established leafy greens program and an emerging product that is generating increased interest among chefs and retailers alike.

[Read more](#)

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Zespri's organic kiwi delivering strong growth

July 7, 2026



Retailers and produce industry professionals are invited to visit Zespri Kiwifruit at booth No. 203 during the Organic Produce Summit, July 14-16 in Monterey, CA, to learn how organic SunGold kiwifruit can help grow department sales and meet increasing shopper demand for premium organic produce.

[Read more](#)

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The Giorgio Cos. partners with Martin Lishman to advance mushroom quality

July 7, 2026



The Giorgio Cos., a leading grower, packer, processor and distributor of fresh and value-added mushrooms, announced its collaboration with Martin Lishman Ltd. to develop a custom “smart mushroom” sensor solution designed to enhance product quality across its operations.

[Read more](#)

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