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Market Minute: Northwest cherries peaking for promotions

By

Ron Pelger

July 6, 2026



This is it — the peak shipping season for Northwest cherries.

Get the premium cherry gems in your weekly ads fast because volume is down this year compared to the bumper crop of the previous two years. Even though the crop is lighter, the Washington cherry quality is superior and they're ready to be promoted. Many retailers are jumping on the opportunity by entering into timely promotions to drive sales volume while the crop is in its peak range.

[Read more](#)

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CAC calls for policies that strengthen domestic ag sustainability

July 6, 2026



As the United States moves forward with the joint review of the U.S.-Mexico-Canada Agreement, and following U.S. Trade Representative Jamieson Greer's announcement that the United States will not renew the agreement in its current form, the California Avocado Commission has launched a new advocacy initiative supporting the establishment of a seasonal Tariff Rate Quota on Mexican avocado imports during California's peak harvest season.

[Read more](#)

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Fresh Farms closes strong Mexico grape season, begins California harvest

July 6, 2026



Fresh Farms, based in Rio Rico, AZ, successfully closed its Sonora grape season, marked by strong performance, operational consistency, reliable supply and high-quality fruit. The company has now transitioned to California, where its first grape shipments are already under way to support ongoing customer programs.

[Read more](#)

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Wada Farms expands foodservice offerings while focusing on customer growth

By

John Groh

July 6, 2026



Wada Farms continues to strengthen its position in the foodservice sector by focusing on staple produce items, customized solutions and strong customer partnerships that help operators navigate an increasingly competitive marketplace.

The Idaho Falls, ID-based grower-shipper, one of the nation's largest suppliers of potatoes, onions and sweet potatoes, said feedback from foodservice operators, distributors and industry partners has reinforced the importance of providing core items while continuing to innovate.

[Read more](#)

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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.

[Read more](#)

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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.

[Read more](#)

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