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**Earthbound Farm introduces Regenerative Organic Certified salad greens**

**July 7, 2026**



Earthbound Farm has launched its first-ever Regenerative Organic Certified Spring Mix, which will be available for a limited time nationwide through October 2026. Earthbound Farm's ROC program builds on its existing organic standards with additional farming practices intended to improve soil health, promote carbon sequestration and enhance biodiversity:

[Read more](#)

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**Smart Plastic Technologies offers a sustainable packaging solution for fresh produce**

**By**

**Chris Koger**

**July 7, 2026**



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A company whose packaging technology enables polyethylene or polypropylene (PE/PP) packaging to completely bio-assimilate — turn into CO2, water and biomass at the end of its life cycle — is sparking interest in the fresh produce industry.

[Read more](#)

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## **Syngenta Group appoints Hengde Qin as chief executive officer**

**July 7, 2026**

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Syngenta Group announced its board of directors has unanimously appointed Hengde Qin as chief executive officer, effective Aug. 1, 2026, following a thorough nomination and succession process. Qin, currently chief operating officer and head of seeds, succeeds Jeff Rowe, who will remain in the role through Aug. 1 before returning to the United States after nearly 10 years with the company.

[Read more](#)

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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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