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PRO*ACT Crop Update: Heat, humidity and the handoff

By

Joey Piedimonte

July 15, 2026



[Warm and humid weather is driving the story in the Salinas Valley this week.](#) These temperatures may not look extreme compared to other parts of the country, but our valley is not built for warm, sticky weather. When humidity hangs around and daytime highs climb, quality issues show up quickly in row crops and berries.

[Read more](#)

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Foundation for Fresh Produce retreat to boost children's health through nutrition education

July 15, 2026



THE FOUNDATION

FOR FRESH PRODUCE

The Foundation for Fresh Produce recently convened global nonprofit leaders, funders and practitioners in Denver June 23-24 for the inaugural [Child Nutrition Education Network](#) Leadership Fellows Retreat.

[Read more](#)

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**Flower Guerrero named marketing director for Cano companies,
Grande Produce**

July 15, 2026



The Cano family announced the appointment of Flower Guerrero as marketing director, where she will oversee marketing strategy, corporate communications, branding and public relations for the company's portfolio of businesses, including Grande Produce, Cano & Sons Trucking, Cano Trucking Repair, Cano Logistics and J&S Construction Management.

[Read more](#)

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McCain Foods launches grower pilot program

July 15, 2026



McCain Foods launched a new grower pilot program, supported by Ceres AI, focused on improving field-level visibility, decision-making and coordination across its North American potato supply.

The program gives McCain teams and growers a shared, consistent view of crop performance throughout the season, using data-driven insights to help identify variability earlier and prioritize attention where it matters most.

[Read more](#)

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Officials continue search for source of Cyclospora outbreak

July 15, 2026

INTERNATIONAL FRESH PRODUCE ASSOCIATIONSM



Public health officials in Michigan, Ohio, West Virginia and Kentucky continue to investigate a growing Cyclospora outbreak. CDC has confirmed a specific multi-state cluster that it considers linked between cases in Michigan, Ohio, West Virginia and Kentucky. This is on track to be the largest Cyclospora outbreak in the U.S. history.

[Read more](#)

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Field Fresh unifies operations for The Salad Farm, Lily's Organic Farm

July 15, 2026



FIELD FRESH

— FARMS —

Field Fresh Farms has consolidated the production, packing and shipping of The Salad Farm and Lily's Organic Farm products under its experienced team, bringing nearly two decades of partnership full circle while providing customers with an even stronger, more streamlined source for premium leafy greens.

[Read more](#)

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