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## **FPFC opens remaining Holiday Showcase opportunities**

**July 9, 2026**



As companies finalize their late-summer marketing and retail event calendars, the Fresh Produce and Floral Council is urging produce and floral suppliers to reserve sponsor and exhibitor space now for its 2026 Produce and Floral Holiday Showcase before remaining opportunities are filled. The event takes place Aug. 26–27 at the Westin South Coast Plaza in Costa Mesa.

[Read more](#)

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**Sustainabloom puts industry spotlight on The Giant Co.: Cutting waste one bouquet at a time**

**July 9, 2026**



Sustainabloom™  
by the American Floral Endowment

Floral



with Kevin Prill

Industry Spotlight:

**GIANT**®

Sustainabloom, a supplier of sustainable floral packaging, is putting an industry spotlight on The Giant Co. for the grocer's efforts to reduce plastic waste. By rethinking its floral plastic sleeves, The Giant Co. reduced six tons of plastic annually — a seemingly small change with outsized results.

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[Read more](#)

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**Vick Family Farms promotes sweetpotatoes as a healthy, versatile menu option**

**By**

**Chris Koger**

**July 9, 2026**

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Vick Family Farms has a compelling message to buyers and menu developers at the International Fresh Produce Association's Foodservice Conference: sweetpotatoes are a top trending menu item.

Charlotte Vick, partner/sales and marketing manager at Vick Family Farms, based in Wilson, NC, said influencers promoting healthy lifestyles have helped the category grow.

[Read more](#)

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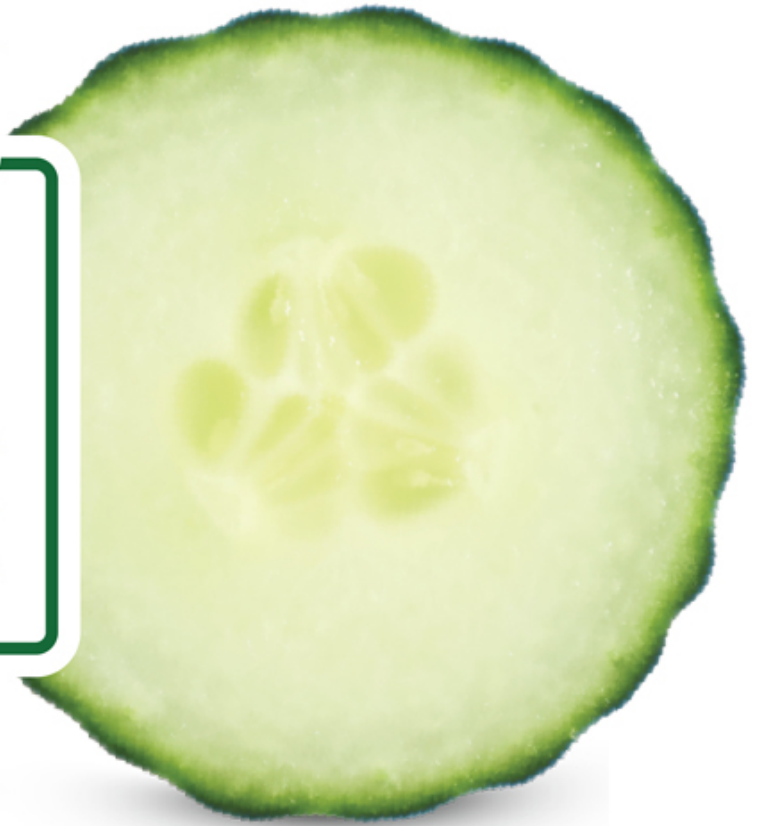
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**Pure Flavor to highlight expanding U.S. organic program,  
greenhouse innovation at OPS**

**July 9, 2026**



Pure Flavor will be at the 2026 Organic Produce Summit in Monterey, CA, showcasing its latest organic greenhouse innovations and U.S.-grown offerings that are helping shape what's next in fresh produce.

Attendees are invited to visit booth No. 201 to preview the company's organic portfolio highlights firsthand and see how its expanding organic program is supporting strong retail performance and year-round availability.

[Read more](#)

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**Uncool cucumber smuggler busted with \$3.7M of cocaine in produce shipment**

**July 9, 2026**



U.S. Customs & Border Protection officers at Pharr International Bridge seized cocaine valued at \$3.7 million in a single enforcement action.

Officers referred a commercial tractor trailer hauling a shipment manifested as “cucumbers” for a secondary inspection. A canine inspection resulted in an alert, and a nonintrusive imaging system scan revealed anomalies in the trailer. Upon physical inspection, CBP officers discovered 112 packages containing a total of 126.5 kilograms (278.88 pounds) of suspected cocaine hidden within the trailer.

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[Read more](#)

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## **USApple's Lynsee Gibbons promoted to VP of communications**

**July 8, 2026**



The U.S. Apple Association announced the promotion of Lynsee Gibbons to vice president, communications. The move recognizes Gibbons' leadership in elevating USApple's communications, strengthening the association's advocacy efforts and expanding its visibility among policymakers, media and the broader apple industry.

[Read more](#)

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