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IFTEX 2026 connects partners across global flower industry

July 15, 2026

Every year, IFTEX brings together the international flower trade in Nairobi, Kenya. As one of the leading flower industry exhibitions, the event draws growers, exporters, breeders, logistics providers, wholesalers and retailers from around the world. More than a trade fair, it is a venue where market trends are explored, relationships are strengthened and the future of the global flower industry takes shape.

Read more

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Delaware Valley Floral Group acquires Mike’s Finest Wholesale Flowers, expands into Atlanta and Alabama

July 15, 2026

Delaware Valley Floral Group has acquired Mike’s Finest Wholesale Flowers, Inc., a wholesale floral distributor serving the greater Atlanta market.

Founded in 1995, Mike’s Finest has built a reputation for delivering fresh flowers and floral supplies with reliable service and long-standing industry relationships.

Read more

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Food Lion celebrates 2026 FEEDYS Awards honorees

July 14, 2026

Food Lion celebrated five honorees during The FEEDYS, an annual surprise awards series honoring those helping nourish neighbors across its 10-state operating area. Food Lion Feeds was founded in 2014 by the omnichannel grocery retailer to address food insecurity in the towns and cities it serves.

Read more

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California avocado harvest on track for 330M pound crop

July 14, 2026

The California Avocado Commission’s mid-season forecast confirmed that the projected harvest still aligns with its original estimate of 330 million pounds of avocados. California’s volume ramped up significantly in May and June to satisfy consumer demand, bolstered by the commission’s increased focus on customized support for retailers who merchandise fresh, in-season California avocados.

Read more

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Western Growers Center for Innovation & Technology selects Sami Robotics for sponsored residency

July 14, 2026

The Western Growers Center for Innovation & Technology selected Sami Robotics, a startup developing a multifunctional robotic platform capable of performing a variety of field tasks to receive the first WGCIT-sponsored residency slot at Reservoir Farms. The startup's initial focus will be on harvesting.

The residency will allow Sami to refine and test its technology alongside growers in real-world conditions at Reservoir’s Salinas location.

Read more

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Catalytic Generators supports ready-to-eat avocado trend

July 14, 2026

Consumer demand for ready-to-eat avocados has transformed the way the fresh produce industry approaches ripening. What was once considered a specialist service has become an essential part of the supply chain, helping growers, importers, ripeners and retailers deliver fruit with consistent

quality, predictable ripeness and reduced waste.

Read more

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