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**IFPA's The Floral Conference connects floral supply chain leaders,
retail buyers in Miami**

May 27, 2026



The

International Fresh Produce Association's The Floral Conference convened floral industry leaders from across the global supply chain in Miami this week, bringing together breeders, growers, importers, suppliers and retail floral buyers for two days of networking, education and business development.

[Read more](#)

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Market Minute: Improved asparagus yields open multiple regions

By

Ron Pelger

May 26, 2026



Fresh asparagus supplies are expanding as several seasonal growing regions come online. Washington and Michigan are now in full production, while Mexican and Canadian volumes have strengthened. Peruvian supplies remain steady, and many local U.S. farms are also harvesting high-quality product.

[Read more](#)

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Red Sun Farms awarded at greenhouse competition

May 26, 2026



Red Sun Farms' Sweet North strawberries received both the Best Berry and Overall Best Strawberry awards in the 2026 Greenhouse Competition in Leamington, ON. This annual industry competition brings together some of the largest greenhouse growers in North America, celebrating top-performing produce across a variety of categories. Red Sun Farms also earned recognition for the Hottest Tomato in the Roma category.

[Read more](#)

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California Avocado Month highlighted through peak season marketing efforts

May 26, 2026



In June, the California Avocado Commission celebrates the 14th year of its California Avocado Month program. While California avocado season generally runs from spring through summer, the start and end dates vary each year. June is predictably part of the heart of peak availability of the crop, so more than a decade ago CAC established it as California Avocado Month.

[Read more](#)

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Russo Farms expands production while focusing on quality and speed

By

Keith Loria

May 26, 2026



With more than a century of farming history in New Jersey, Russo Farms continues evolving its operation through expanded production, infrastructure investments and a strong focus on quality as the company heads into the heart of the 2026 season.

Russo Farms, based in Vineland, NJ, operates nearly 350 acres and handles more than 50 categories of vegetables, while also maintaining its own trucking fleet and direct grower relationships throughout the region.

[Read more](#)

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JOH names VP of produce for north central region ?

May 26, 2026



JOH has promoted Brian LaMarche to vice president of produce, north central region. Since joining JOH in early 2025, LaMarche has quickly made a meaningful impact, helping strengthen the company's growing presence in produce across the North Central market.

[Read more](#)

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