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Pacific Trellis strengthens fruit division with two new sales executives

July 8, 2026

Pacific Trellis Fruit added two industry professionals to its fruit division sales team: Adam Erceg as sales executive, based in the company's Philadelphia office, and Ty Bamford as sales executive and operations lead, based in the Fresno, CA, office.

Read more

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CalFlowers honors floral industry legend Red Kennicott with 2026 Distinguished Service Award

July 8, 2026

As CalFlowers marks its 85th anniversary, the association announced that Harrison "Red" Kennicott III, chairman of Kennicott Brothers Co., has been selected for the 2026 CalFlowers Distinguished Service Award, recognizing a lifetime of leadership, innovation and service to the floral industry.

Read more

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Industry Viewpoint: A third-generation packer's outlook on organic citrus for 2026–27

By

Vince Mazzetti, vice president of Goody | Blue Banner Co.

July 8, 2026

I didn't choose the citrus business. The citrus business chose me — and I mean that as the highest compliment I know how to pay.

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U.S. Navy welcomes Avocados from Peru to America’s historic 250th anniversary maritime celebration

By

John Groh

July 8, 2026

NEW YORK — The U.S. Navy invited Avocados from Peru to help commemorate America's 250th anniversary by hosting a Superfood Breakfast aboard the *USS Arlington* during the historic International Naval Review 250 in New York Harbor, here, on July 2.

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GLC Cerritos builds momentum through Jalisco growth, foodservice expansion and sustainability leadership

By

John Groh

July 8, 2026

Just four seasons after avocados from Jalisco first gained access to the U.S. market, GLC Cerritos has emerged as one of the leading Mexican avocado suppliers, leveraging quality, reliability, sustainability and a vertically integrated supply chain to fuel growth while positioning itself for an even larger role in the category.

Read more

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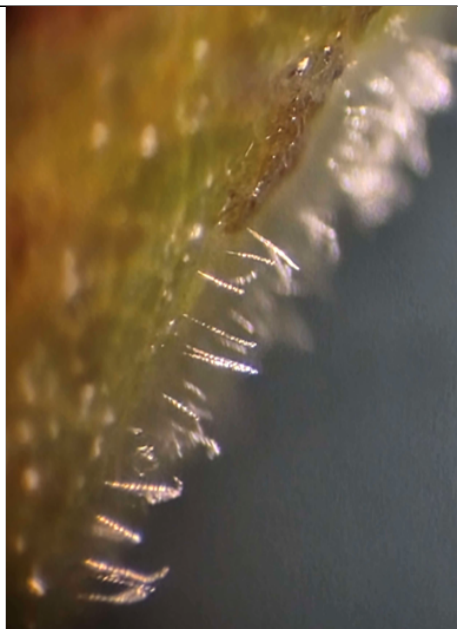
RNA-based approach shows promise for managing powdery mildew in roses

July 8, 2026



Powdery mildew is one of the most common and persistent diseases affecting ornamental crops, including roses. The disease appears as a white, powdery coating on leaves, stems and flowers. Infection can reduce plant quality by redirecting plant nutrients to the fungus, interfering with photosynthesis and altering leaf and flower development. For commercial growers, managing powdery mildew often requires repeated fungicide applications throughout the growing season.

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