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## **Viking Roses at IFTEX 2026**

**June 1, 2026**

In 1995, John Williams started Harvest Limited in Athi River, Kenya, pioneering spray roses and introducing them to the European market.

It has taken some decades, but today, more and more spray varieties survive the first few days in the vase, and all rose breeders have sprays in their breeding programs. The spray rose is following in the

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footsteps of the spray carnation, with hundreds of hectares of production, increasing daily.

[Read more](#)

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**Walmart expands 30-minute delivery to 33 new markets**

**May 29, 2026**



Walmart is making shopping more convenient than ever with the availability of 30-minute-or-less delivery across 33 U.S. markets. Customers can shop from more than 100,000 eligible items, including fresh groceries, pantry staples and household supplies.

The availability of 30-minute-or-less delivery builds on Walmart's long-term convenience strategy and broader Express Delivery offering as customer demand continues to grow for more immediate and frictionless shopping experiences.

[Read more](#)

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**Masser celebrates America's 250th anniversary with patriotic potatoes for retail displays**

**May 29, 2026**

# AMERICA'S

★ FAVORITE VEGETABLE ★

# IS HERE!

★★★★★★★★★★★★

Our **NEW** potato lineup  
is **available now** through  
summer!



Masser Family of Cos. is bringing patriotic flair to the produce department this summer with the launch of a limited-edition red, white and blue petite potato pack in honor of America's 250th anniversary.

[Read more](#)

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## **Bobalu Berry Farms awards 13 scholarships**

**May 29, 2026**



The Bobalu Berry Farms Scholarship Program was established in honor company founders Bob and Lupe Jones, as part of the celebration of Bobalu's 60th anniversary of strawberry farming in Ventura County.

Today, the company is proudly led by their grandsons, Bobby and RC Jones, who created this annual scholarship program as a way to give back to the community that has supported Bobalu for

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generations.

[Read more](#)

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**Marolda Farms sees Sweetvine organic segment thrive**

**By**

**Keith Loria**

**May 29, 2026**

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Marolda Farms produces a wide range of conventional and organic leafy greens and herbs across approximately 380 acres, including 250 acres dedicated to conventional production and 130 acres devoted to organic crops.

[Read more](#)

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## **Mission Produce completes acquisition of Calavo**

**May 29, 2026**



Mission Produce Inc. announced the completion of its acquisition of Calavo Growers Inc., a leading provider of fresh avocados, tomatoes, papayas and value-added prepared foods such as guacamole.

[Read more](#)

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