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Acquisition strengthens JOH's north central presence

July 23, 2026



JOH has acquired Fresh Approach Sales & Marketing, a respected Wisconsin-based broker with more than two decades of experience serving clients and customers throughout the upper Midwest. This strategic acquisition further strengthens JOH's north central organization and reinforces the company's continued investment in expanding its presence across key Midwest markets.

[Read more](#)

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Former 7-Eleven CEO joins Target leadership

July 22, 2026



Target Corp. announced the election of Joe DePinto, former president and CEO of 7-Eleven Inc., to its board of directors. The appointment is another step Target is taking to accelerate its enterprise strategy and fuel new growth under CEO Michael Fiddelke.

[Read more](#)

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Muzzi expands branded portfolio for foodservice and retail

July 22, 2026



After nearly 20 years of producing and packing leafy greens and fresh-cut vegetables through its ownership in The Salad Farm, Muzzi Family Farms is bringing those products directly to market under its own brands.

The expansion gives foodservice and retail customers a broader selection of organic and conventional products while simplifying purchasing through a single, trusted supplier.

[Read more](#)

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FPFC lines up packed agenda for first holiday-focused showcase event

July 22, 2026



The Fresh Produce & Floral Council has a big agenda shaping up at its Produce & Floral Holiday Showcase. The two-day event includes summits, keynotes, educational breakouts and an exhibit hall that's focused on holidays that drive sales for floral and produce. The Holiday Showcase is scheduled for Aug. 26-27 event at Westin South Coast Plaza in Costa Mesa. It's an intimate event with limited space, so attendees should register before Aug. 19.

[Read more](#)

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Avocado performance sees four-year high

July 22, 2026



Strong consumer demand during the big game drove the strongest first quarter for avocado holiday sales in four years. U.S. shoppers purchased 80.3 million avocados during the big game week, the highest volume since 2022 and a 10.7 percent increase over 2025.

[Read more](#)

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Avocados' role in the protein boom

July 22, 2026



The
Foodservice
Conference

Mission Spotlights

AVOCADOS' ROLE IN THE PROTEIN BOOM

Mission Produce Inc. will bring new category insight to the International Fresh Produce Association Foodservice Conference in Monterey, CA, July 23–24, spotlighting the growing opportunity avocados hold as protein reshapes how consumers shop and eat.

[Read more](#)

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-
- [Current page 1](#)
 - [Page 2](#)
 - [Page 3](#)
 - [Page 4](#)
 - [Page 5](#)
 - [Page 6](#)
 - [Page 7](#)
 - [Page 8](#)
 - [Page 9](#)
 - ...
 - [Next page »](#)
 - [Last page Last »](#)