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PRO*ACT Crop Update: Rough transition from desert to the San Joaquin Valley

By

Joey Piedimonte

July 9, 2026



[Melons remain in focus as the industry works through a rough handoff from the desert to the San Joaquin Valley](#). The Arizona-California desert season has wrapped up after insect pressure, worsened by a warm winter, reduced yields and forced an early finish. San Joaquin Valley production is under way, but the crop is not building fast enough yet to fully cover demand. Cooler weather this week may slow growth and stretch the supply gap a little longer, keeping markets elevated until new fields gain momentum.

[Read more](#)

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Field Fresh Farms expands its lineup

July 9, 2026



FIELD FRESH

— FARMS —

Field Fresh Farms has expanded its lineup to include chopped Romaine, as well as one- and two-pound clamshells of conventional and organic Spinach, Spring Mix, Arugula and Kale.

With its chopped Romaine, the vertically integrated grower-shipper offers the triple-washed, ready-to-serve pre-cut lettuce directly to the foodservice market. Already a favorite ingredient in salads, wraps, bowls and more, chopped Romaine provides a significant cost-savings to busy customers who need a flavorful no-waste ingredient that won't slow them down with a lot of prep time.

[Read more](#)

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FPFC opens remaining Holiday Showcase opportunities

July 9, 2026



As companies finalize their late-summer marketing and retail event calendars, the Fresh Produce and Floral Council is urging produce and floral suppliers to reserve sponsor and exhibitor space now for its 2026 Produce and Floral Holiday Showcase before remaining opportunities are filled. The event takes place Aug. 26–27 at the Westin South Coast Plaza in Costa Mesa.

[Read more](#)

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Sustainabloom puts industry spotlight on The Giant Co.: Cutting waste one bouquet at a time

July 9, 2026



Sustainabloom™
by the American Floral Endowment



with Kevin Prill

Industry Spotlight:

GIANT®

Sustainabloom, a supplier of sustainable floral packaging, is putting an industry spotlight on The Giant Co. for the grocer's efforts to reduce plastic waste. By rethinking its floral plastic sleeves, The Giant Co. reduced six tons of plastic annually — a seemingly small change with outsized results.

[Read more](#)

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Vick Family Farms promotes sweetpotatoes as a healthy, versatile menu option

By

Chris Koger

July 9, 2026



Vick Family Farms has a compelling message to buyers and menu developers at the International Fresh Produce Association's Foodservice Conference: sweetpotatoes are a top trending menu item.

Charlotte Vick, partner/sales and marketing manager at Vick Family Farms, based in Wilson, NC, said influencers promoting healthy lifestyles have helped the category grow.

[Read more](#)

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**Pure Flavor to highlight expanding U.S. organic program,
greenhouse innovation at OPS**

July 9, 2026



Pure Flavor will be at the 2026 Organic Produce Summit in Monterey, CA, showcasing its latest organic greenhouse innovations and U.S.-grown offerings that are helping shape what's next in fresh produce.

Attendees are invited to visit booth No. 201 to preview the company's organic portfolio highlights firsthand and see how its expanding organic program is supporting strong retail performance and year-round availability.

[Read more](#)

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