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CalFlowers announces search for director of marketing to lead industry growth and national rebrand

June 25, 2026

CALFLOWERS FUN 'N SUN 2026 CONVENTION

"A LEGACY
IN BLOOM"

85



YEARS OF FLORAL EXCELLENCE

AUGUST 5-8, 2026

THE LANGHAM HUNTINGTON | PASADENA, CA

CalFlowers, a national floral trade association representing more than 900 members across 48 states, announced the creation of a new director of marketing position as part of the association's continued investment in industry growth, consumer engagement and its comprehensive organizational rebrand.

[Read more](#)

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A crisp standard that redefines organic freshness

June 24, 2026



Pure Flavor®

In the organic produce category, cucumbers are expected to deliver freshness, crunch, and reliability. While that sounds straightforward, achieving it at scale across seasons and retail environments is complex. Quality can vary with growing conditions, making dependable performance a defining factor in shopper trust and repeat purchase behavior.

[Read more](#)

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CPMA advances action to reduce food loss and waste

June 24, 2026



The Canadian Produce Marketing Association is advancing a coordinated, sector-led response to food loss and waste, focused on practical policy, industry collaboration and targeted investment to unlock environmental and economic value across Canada's fresh produce supply chain.

[Read more](#)

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Walmart goes with the nuclear option

June 24, 2026



Walmart and Constellation announced a long-term nuclear power purchase agreement for emissions-free electricity from Constellation's Dresden Clean Energy Center in Illinois. The agreement includes approximately 176 megawatt of wholesale supply, including 30 megawatt of expanded generating capacity.

[Read more](#)

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Naturipe delivers record volumes of premium blueberries

June 24, 2026



Naturipe is heading into the heart of blueberry season with plenty of fruit and some of the best quality it has seen in years. Its northern region crops across New Jersey, Michigan and the Pacific Northwest are producing excellent conventional and organic blueberries, with particularly strong supplies of Mighty Blues and Sweet Selections available throughout the season.

[Read more](#)

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Hy-Vee to host supplier summit

June 24, 2026



Hy-Vee Inc. will host this year's Hy-Vee Opportunity Supplier Impact Summit Sept. 9-10 at Hy-Vee corporate headquarters in West Des Moines, IA.

The Opportunity Supplier Impact Summit provides small businesses and entrepreneurs with valuable resources and gives them a chance to pitch their products directly to Hy-Vee category managers.

[Read more](#)

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