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Jersey Fresh blues are healthy goals!

By

Joe Atchison III

June 5, 2026



New Jersey had a very interesting winter and spring. We had 90 degree days early and then again in April followed by two nights of below freezing temperatures. A few fruit crops were lost entirely to this freeze while others were impacted to a lesser degree. The great news is, New Jersey blueberry producers expect a robust crop of top-quality berries for this year. And we are happy to report that Jersey Fresh blueberries will be ready for your shelves starting mid-June into August.

[Read more](#)

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Instacart partnership expands access to nutritious food

June 4, 2026



 **instacart** health



Instacart and Vida Health have partnered to expand access to nutritious food for Vida members nationwide through the use of Instacart Health Fresh Funds, category-specific grocery stipends. The collaboration connects Vida's members directly to Instacart, with funds that enable a practical, accessible path to action on Vida's nutrition advice.

[Read more](#)

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Dave Masser named chairman of Potatoes USA

June 4, 2026



Dave Masser, president and CEO of Masser Family of Cos. and former Fresh Solutions Network chairman, has been elected by Potatoes USA as chairman.

Potatoes USA serves as the national marketing and research organization representing U.S. potato growers and importers, supporting demand-building initiatives, consumer education, nutrition research and industry development.

[Read more](#)

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Superfresh blueberry volume projected up 65 percent

By

Asher Campbell

June 4, 2026



Superfresh Growers is preparing for a larger Northwest blueberry crop in 2026, with the season expected to begin earlier than usual and volumes significantly above last year. The company anticipates the first shipments from its Norris Farms program around June 8, roughly seven to 10 days ahead of the historical average. Warmer conditions in winter and spring accelerated crop development throughout much of the region. Overall blueberry volume is projected to increase 26 percent compared to last season, with organic production expected to rise approximately 65 percent.

[Read more](#)

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Solid Peruvian avocado crop expected

By

Tim Linden

June 4, 2026



In late May, ocean liners loaded with Peruvian avocados were steaming toward the United States with significant supplies expected by the end of the month as production moves toward its peak summer shipping months.

[Read more](#)

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Trendspotting: National brands vs. private label in fresh departments

By

Craig Levitt

June 4, 2026



Trendspotting

WITH CRAIG LEVITT

It is no breaking news that the biggest differentiator a supermarket has is its fresh departments — especially produce. However, the way customers shop these categories, specifically how it relates to national brand and private label purchases, may be changing.

[Read more](#)

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