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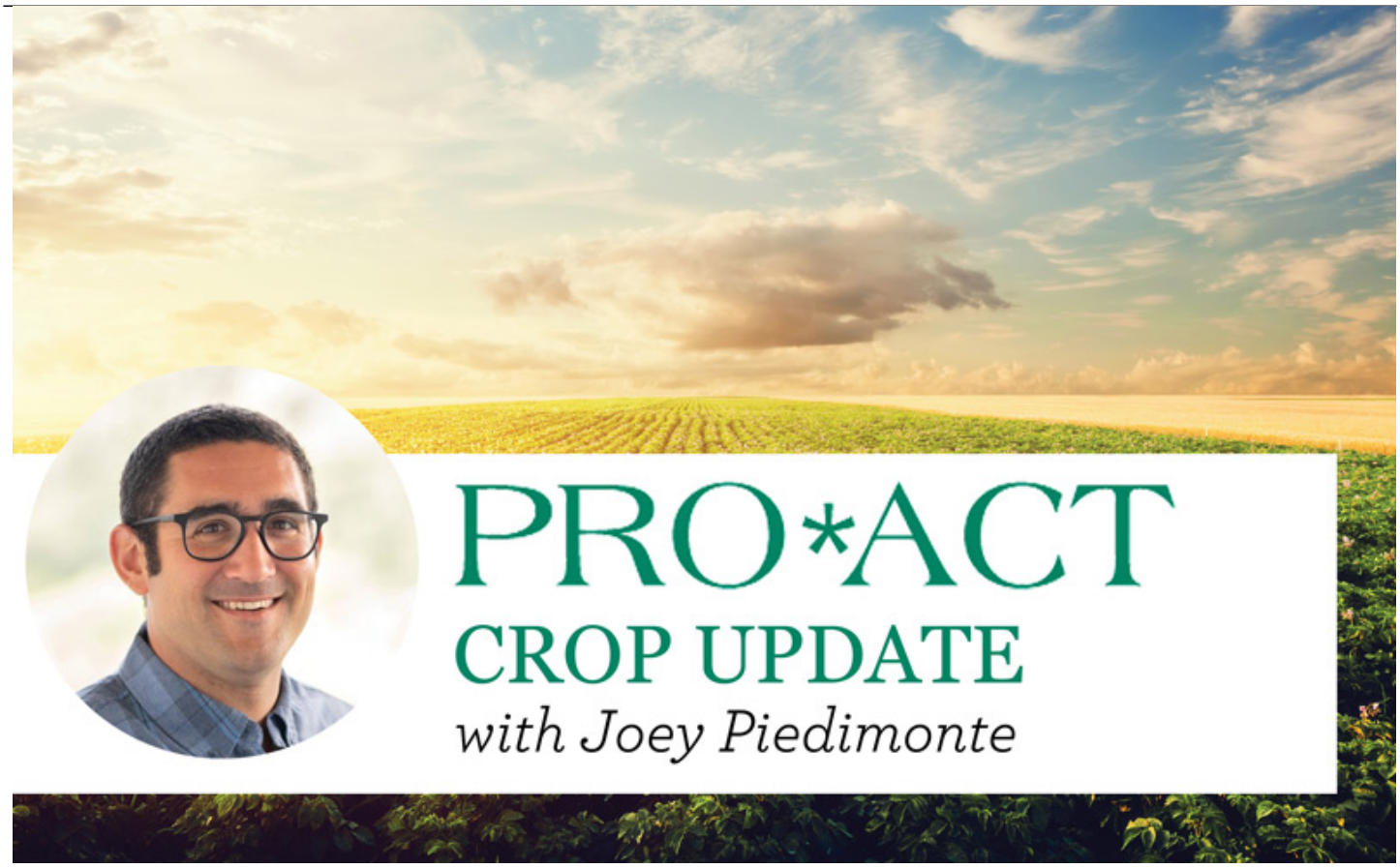
PRO*ACT Crop Update: Lettuce improves, tougher berries and potatoes

July 1, 2026



Lettuce markets continue to trend lower as supplies improve across California and regional production ramps up. Iceberg, Romaine and green leaf should remain under pressure through July. Quality is very good overall, but carton weights are running lighter as crews trim additional outer leaves to manage elevated insect pressure.

Read more

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OZblu Global Grower Conference advances blueberry brand

July 1, 2026

On June 11, 2026, United Exports hosted the OZblu Global Grower Conference 2026, bringing together more than 260 delegates — including growers, investors, industry experts, retail partners and United Exports team members — from 36 countries, under the theme “Building the World’s Most Loved Blueberry Brand.”

Held in South Africa’s Western Cape, the flagship annual event served as a stage for knowledge exchange across the entire blueberry valuechain — from varietal optimization and farm management to technology adoption and global market development.

Read more

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Fruit World’s updated grape program features organic Thomcords, Kyohos and new packaging

July 1, 2026

Creekside Organics is excited for the start of its 2026 California grape season, featuring Organic Thomcord and Kyoho grapes marketed under the Fruit World brand. This season also introduces new retail packaging designed to meet the evolving needs of shoppers and retailers.

The specialty grape program runs from late July through October and focuses on distinctive varieties known for exceptional flavor and strong consumer appeal.

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Australian Soluna apples return with expanded supply

July 1, 2026

WA Farm Direct announced the return of premium Soluna apples to the United States for the 2026 season, building on the successful market debut in 2025. This season marks a significant expansion for the Australian?bred variety, with shipments arriving on both the East Coast and West Coast of the U.S., improving availability and service across key retail markets.

Read more

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NEPC Leadership Class volunteers at Boston Area Gleaners

July 1, 2026

The New England Produce Council Leadership Class recently visited Stonefield Farm to volunteer with Boston Area Gleaners as part of its community service project.

The group was welcomed by Anna Strickhausen, operations coordinator, who led the volunteers through a morning of weeding leek beds while providing insight into the important work involved in growing and harvesting fresh produce. The hands-on experience gave participants a deeper appreciation for the dedication required to bring fresh food from the farm to communities throughout the region.

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Greenyard USA/Seald Sweet names new CEO

July 1, 2026

Greenyard USA/Seald Sweet announced that Andrea Montagna will become CEO of Greenyard USA/Seald Sweet, effective July 1. Montagna joined Mayda Sotomayor as co-CEO in July 2025.

Sotomayor will step back from her executive responsibilities and continue her involvement with the company as a board member of Greenyard USA/Seald Sweet and advisor to the business.

The transition reflects Greenyard's commitment to continuity and it’s future ambitions in the U.S., building on the strong foundation established by Greenyard USA/Seald Sweet over many decades.

Read more

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