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Sunrise Produce expands with Family Tree acquisition

July 2, 2026

Sunrise Produce, a leading wholesale produce distribution company based in Southern California, has acquired Family Tree Produce. This strategic acquisition allows further expansion of Sunrise’s local footprint in Anaheim, CA, to become one of the leading produce distributors in Southern California.

The transaction expands Sunrise's sourcing and distribution capabilities while building on the strengths that have made both companies trusted partners to wholesale customers throughout the region.

Read more

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Sakata Seed unveils new logo, new varieties, Eastern Broccoli Bulletin

July 2, 2026

Sakata Seed launched a new broccoli product logo, marking a bold step forward in the company's visual identity while reinforcing its long-standing reputation for quality, performance and trust.

The company said the new logo reflects its forward-looking approach to innovation while honoring its rich history as a preferred partner for growers around the world. It highlights the company's ongoing commitment to delivering reliable, high-performing products that meet evolving market needs.

Read more

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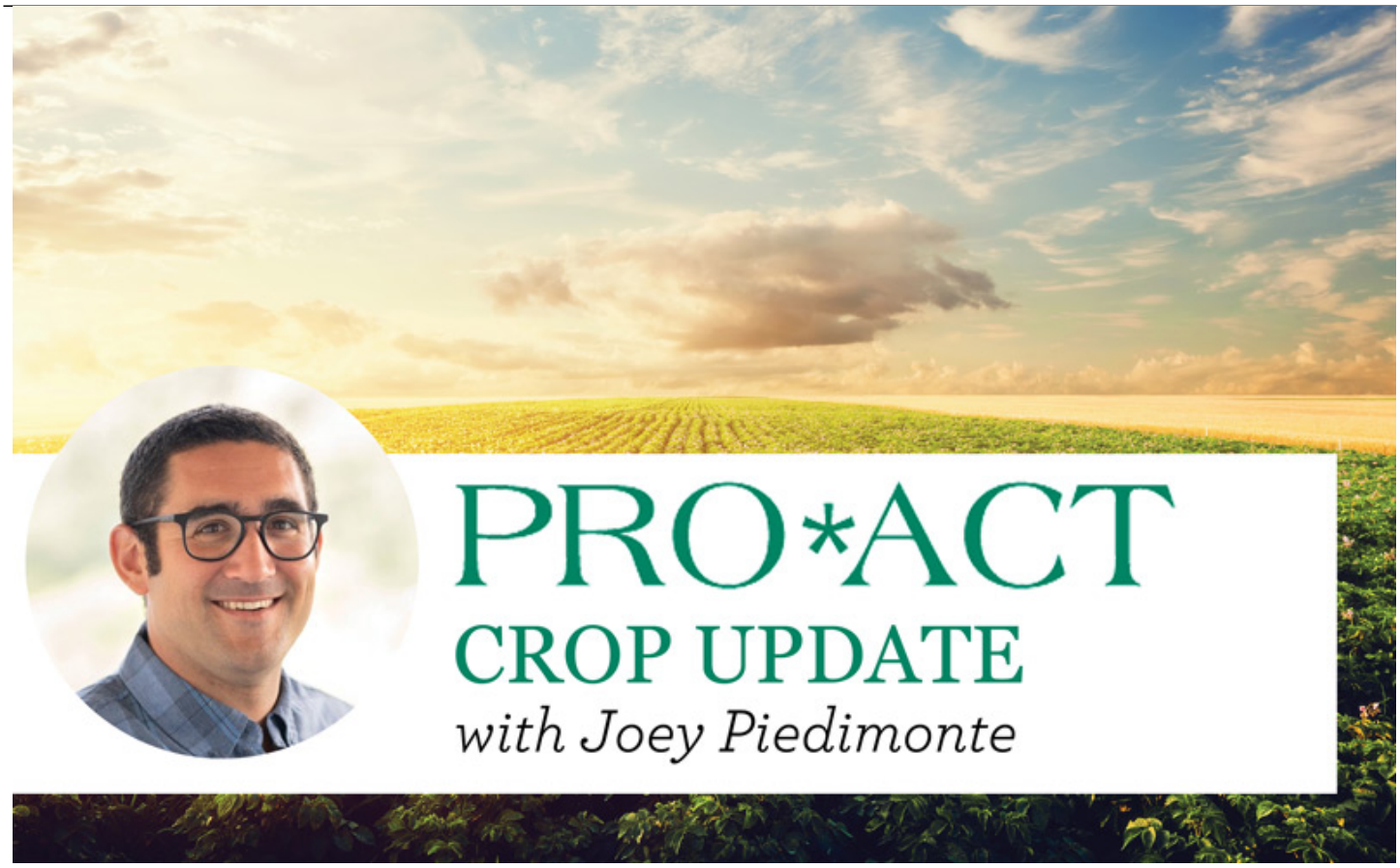
PRO*ACT Crop Update: Lettuce improves, tougher berries and potatoes

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.

Read more

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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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