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Royal FloraHolland introduces renewed tariff model from 2027

June 30, 2026



Royal FloraHolland will introduce a renewed tariff model for members, buyers and suppliers beginning Jan. 1, 2027. The Members' Council took the final decision during its formal meeting on June 18. The renewed model is intended to keep the cooperative strong and to place costs where they are incurred. In the coming months, Royal FloraHolland and the Members' Council will work together to develop the 2027 tariffs within the renewed model.

Better alignment with differences

[Read more](#)

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Strong organic apple crop feeds growing demand

June 29, 2026



[Honeybear Brands](#), a leading grower, marketer and developer of premium conventional and organic apples, pears and cherries, is projecting a strong organic apple season this fall as it continues to increase its supply of organic fruit to feed consumers' explosive demand.

[Read more](#)

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Four Seasons Produce celebrates 50 years of growth, partnership and purpose

By

John Groh

June 29, 2026

For 50 years, Four Seasons Produce has built its business around a simple but powerful principle — trust.

That philosophy helped transform a small wholesale produce operation in rural Pennsylvania into one

of the Mid-Atlantic's leading fresh produce distributors, serving independent retailers, regional supermarket chains, natural food stores and co-ops throughout the Northeast.

[Read more](#)

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Retail vet joins Stater Bros. as VP of fresh sales and merchandising

June 29, 2026



Bruce Robinson has joined Stater Bros. Markets as its new vice president of fresh sales and merchandising.

Robinson will work cross-functionally with store operations, marketing and supply chain to elevate the company's brand and deliver a market-leading merchandising strategy across meat, seafood, produce, floral, service deli and bakery. He will also oversee assortment planning, space allocation, department flow, pricing and promotions to optimize sales and profitability.

[Read more](#)

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Bob Sloate retires from Duda after 50-year career in fresh produce

June 29, 2026



Duda Farm Fresh Foods announced the retirement of its national account manager, Bob Sloate, following a distinguished 50-year career in the fresh produce industry, including 23 years of dedicated service to Duda.

[Read more](#)

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Market Minute: Portobello mushrooms, the other steak on the grill

By

Ron Pelger

June 29, 2026



Portobello mushrooms are the fully mature Cremini mushrooms that can grow up to six inches in diameter. This mushroom is known for its dense, meaty steak-like texture. During summer, outdoor grilling is a prime time for the Portobello veggie burger.

Today's shoppers are spending more each year on premium brown mushrooms. The Portobello is a perfect produce item for grilling by brushing the caps with olive oil, balsamic vinegar and garlic. They will turn up nicely charred and juicy by grilling them on a medium-high heat for just five to seven minutes per side.

[Read more](#)

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