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**Kendall Farms launches direct-to-consumer website, bringing California-grown flowers straight to your doorstep**

**July 6, 2026**

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EST  1987

**KENDALL**

**— FARMS —**

FALLBROOK  CALIFORNIA

Kendall Farms, the largest grower of waxflower and eucalyptus in the United States, announced Thursday the official launch of its direct-to-consumer website.

For the first time, California residents can shop directly from the farm and receive seasonal arrangements grown and harvested on more than 650 acres.

For decades, Kendall Farms has been a trusted supplier to major national retailers and international markets. Thursday's launch marks an evolution of that legacy: bringing the farm experience directly to consumers.

[Read more](#)

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**Smith family expands partnerships while preserving roots and preparing next generation**

**By**

**John Groh**

**July 5, 2026**



For generations, the Smith name has been synonymous with produce, particularly in Maine, where the family's farming roots run deep. As another summer harvest begins, the Smith family is preparing to transition production back to its home fields in northern Maine, a seasonal milestone that reflects both the company's heritage and its continued evolution.

Today, the sixth-generation operation continues to expand its network of growing partnerships, broaden its product offerings and position itself for long-term growth.

[Read more](#)

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# **Top Brass builds on quality and innovation for 2026 California grape season**

**By**

**Keith Loria**

**July 5, 2026**



As California's table grape harvest gains momentum, Top Brass Produce is entering the 2026 season with confidence, buoyed by excellent fruit quality, growing harvest volumes and continued consumer demand for premium grape varieties.

[Read more](#)

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# **In the Trenches: The unprofitable and senseless banana price mess**

**By**

**Ron Pelger**

**July 3, 2026**



## The logo features the text "In the Trenches" in a large, green, textured font. Below it, "with Ron Pelger" is written in a smaller, plain font. The text is surrounded by colorful illustrations: two red cherries, a green pea pod, and a carrot.

Isn't it time to end the 40-year banana price war?

Produce directors warn senior leadership that banana retails must increase because the fruit is being sold below cost, generating a negative gross profit. Executives refuse to act, choosing instead to absorb millions of dollars in losses.

This decision doesn't just cripple the company's bottom line — it undermines the very farmers whose livelihoods depend on receiving a fair return for the bananas they grow.

[Read more](#)

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**Ben B. Schwartz & Sons looks to strengthen foodservice partnerships at IFPA conference**

**By**

**Keith Loria**

**July 3, 2026**



As the fresh produce industry prepares to gather for the IFPA Foodservice Conference, Ben B. Schwartz & Sons is focused on expanding its reach, strengthening customer relationships and identifying new opportunities for growth in the foodservice channel.

By leveraging its Midwest location and existing transportation network, the company has been able to efficiently serve a growing number of customers while maintaining the service levels that have long been central to its business.

[Read more](#)

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**Holt celebrates 100 years while investing in the future of perishables**

**By**

**John Groh**

**July 3, 2026**



As Holt marks its 100th anniversary in 2026, the family-owned business is celebrating a century of growth while making some of the largest investments in its history to strengthen the Delaware River's position as North America's premier gateway for fresh produce and refrigerated cargo.

Since 1926, when Leo Holt Sr. purchased a single truck, the business has grown over four generations into one of the nation's leading transportation, marine terminal and logistics providers.

[Read more](#)

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