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Produce industry reacts to USMCA trade agreement decision

By

Craig Levitt

July 2, 2026

Since Donald Trump took office for his second term, trade relations with the United States' closest allies have been... tumultuous. It started with on-again, off-again tariffs, then yesterday the Trump administration said the United States would not extend the trade agreement (USMCA) with Canada and Mexico.

So, what does this mean for the produce industry?

[Read more](#)

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PhilaPort investing for future growth as nation's leading perishables gateway

By

John Groh

July 2, 2026



As global supply chains continue to evolve and fresh produce imports increase, PhilaPort is moving forward with an ambitious series of infrastructure, technology and sustainability investments designed to reinforce its position as the nation's premier gateway for perishable cargo.

The port's ongoing transformation is guided by its Destination 2040 strategic plan, which has already delivered significant milestones while laying the groundwork for future growth.

[Read more](#)

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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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