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## **Dave Masser named chairman of Potatoes USA**

**June 4, 2026**



Dave Masser, president and CEO of Masser Family of Cos. and former Fresh Solutions Network chairman, has been elected by Potatoes USA as chairman.

Potatoes USA serves as the national marketing and research organization representing U.S. potato growers and importers, supporting demand-building initiatives, consumer education, nutrition research and industry development.

[Read more](#)

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# **Superfresh blueberry volume projected up 65 percent**

**By**

**Asher Campbell**

**June 4, 2026**



Superfresh Growers is preparing for a larger Northwest blueberry crop in 2026, with the season expected to begin earlier than usual and volumes significantly above last year. The company anticipates the first shipments from its Norris Farms program around June 8, roughly seven to 10 days ahead of the historical average. Warmer conditions in winter and spring accelerated crop development throughout much of the region. Overall blueberry volume is projected to increase 26 percent compared to last season, with organic production expected to rise approximately 65 percent.

[Read more](#)

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## **Solid but smaller Peruvian avocado crop expected**

**By**

**Tim Linden**

**June 4, 2026**

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In late May, ocean liners loaded with Peruvian avocados were steaming toward the United States with significant supplies expected by the end of the month as production moves toward its peak summer shipping months.

[Read more](#)

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## **Trendspotting: National brands vs. private label in fresh departments**

**By**

**Craig Levitt**

**June 4, 2026**

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It is no breaking news that the biggest differentiator a supermarket has is its fresh departments — especially produce. However, the way customers shop these categories, specifically how it relates to national brand and private label purchases, may be changing.

[Read more](#)

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## USDA cites Florida company for PACA violations

**June 4, 2026**



The U.S. Department of Agriculture has imposed sanctions on National Produce & Farm Products LLC. The company, operating from Florida, failed to make prompt payment to two produce sellers in the amount of \$152,035 for produce that it purchased, received and accepted in interstate and foreign commerce from January 2024 to April 2024, in violation of the Perishable Agricultural Commodities Act.

[\\_Read more\\_](#)

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**CMI kicks off cherry season with optimism, fresh branding**

**June 4, 2026**



Cherry season is shaping up to be one to celebrate, and CMI Orchards is heading into the season with a lineup of programs designed to make summer shine.

[Read more](#)

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- [Current page 1](#)

- 
- [\\_ Page 2](#)
  - [\\_ Page 3](#)
  - [\\_ Page 4](#)
  - [\\_ Page 5](#)
  - [\\_ Page 6](#)
  - [\\_ Page 7](#)
  - [\\_ Page 8](#)
  - [\\_ Page 9](#)
  - ...
  - [\\_ Next page »](#)
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