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## **Prioritizing child nutrition is a strategic imperative for the produce industry**

**By**

**Jelena Gligorijevi?**

**July 17, 2026**

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Chronic non-communicable diseases (NCDs), primarily cardiovascular diseases, cancers, chronic respiratory diseases, diabetes and obesity, account for approximately 75 percent of all deaths globally and diminish the quality of life for millions. Over 2.1 billion children under the age of 20 are currently affected by NCDs or exposed to their major risk factors. Furthermore, 391 million children aged 5 to 19 years are living with overweight and obesity, a staggering figure that has tripled over the last 25 years.

[Read more](#)

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## **JJB Family Farms expects record Modi apple crop in 2026**

**By**

**Keith Loria**

**July 17, 2026**

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## *The Apple Everyone Loves.*

After several years of building awareness around the Modi apple, JJB Family Farms is poised for its biggest season yet. Strong growing conditions, an early harvest and significantly higher production have the Stockton, CA-based grower anticipating a breakout year for its signature apple variety.

The company expects to harvest approximately 5.4 million pounds of Modi apples this season — roughly double last year's crop — providing expanded opportunities for retailers, schools and export markets.

[Read more](#)

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**Giorgio Fresh highlights value-added products for summer grilling**

**By**

**Chris Koger**

**July 17, 2026**

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Convenience and flavor, along with the popularity of grilling and cookouts to bring family and friends together, are boosting demand for Giorgio Fresh's mushroom Grill Packs.

[Read more](#)

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# **In the Trenches: Consumer price fatigue in an emotional inflationary economy**

**By**

**Ron Pelger**

**July 17, 2026**

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There was a time when consumers chose a grocery store based on the produce department, product quality and cleanliness. We'd like to think those reasons are still used today, but who are we kidding?

The true reason shoppers select a supermarket is price.

Shoppers constantly say they are forced to cut back spending on fresh fruits and vegetables because of higher prices.

So, what role does inflation play with consumers and growers regarding budgeting? Let's look at the core drivers of inflation and what the industry can expect:

[Read more](#)

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## **Strong fall berry crop in the works for North Bay Produce**

**By**

**Chris Koger**

**July 17, 2026**



An early harvest and favorable growing conditions for Michigan blueberries has North Bay Produce positioned to provide customers with fresh blueberries from the state throughout the season.

“The summer berry season is off to a strong start, with Michigan blueberries trending earlier than normal this year,” said Ryan Lockman, vice president of sales and procurement at Traverse City, MI-based North Bay. “Harvest began around June 25 in our southern growing regions, and we are seeing a good-quality crop with solid volume.”

[Read more](#)

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**Fresh Origins to debut Micro Blue Ocean Mix, Classics collection**

**July 17, 2026**



Fresh Origins is making a splash at this year's IFPA Foodservice Conference in booth No. 317, with two major highlights: the launch of its newly defined Classics collection and the debut of its latest innovation, Micro Blue Ocean Mix.

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