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**IFPA, The Foundation for Fresh Produce launch All Day, Every Day  
campaign**

**June 26, 2026**

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The International Fresh Produce Association and The Foundation for Fresh Produce have launched Fruits & Vegetables: All Day, Every Day, a campaign built to close the persistent gap between knowing produce matters and actually eating more of it. The effort debuted with an activation at IFPA's Washington Conference, bringing the industry together with one voice to align consumer inspiration with the policy work that protects access and strengthens demand.

[Read more](#)

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# **IPR Fresh bullish on organic produce as category continues to evolve**

**By**

**John Groh**

**June 26, 2026**

As the organic produce category continues to mature, IPR Fresh sees significant opportunities for future growth and plans to bring that message to this year's Organic Produce Summit.

The Nogales, AZ-based company, a leading supplier of organic greenhouse-grown colored Bell peppers and cucumbers, believes organic produce has successfully transitioned from a niche offering to a core component of the produce department, creating new opportunities for retailers, growers and consumers alike.

[Read more](#)

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## **Publix mourns community relations leader**

**June 26, 2026**



Brian West, a community relations manager at Publix who spent more than 30 years in the retail grocery industry, died June 22. He was 58. Mr. West spent his full career at Publix. The company said his impact on everyone he met cannot be overstated.

[Read more](#)

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## **Dark Chocolate Pistachios With Sea Salt selected as a Good Housekeeping 2026 Snack Awards winner**

**June 26, 2026**

Setton Farms announced that its Dark Chocolate Pistachios with Sea Salt have been named Best Sweet Pistachios in Good Housekeeping's 2026 Snack Awards. The full list of awards is available at [goodhousekeeping.com/snacks2026](https://www.goodhousekeeping.com/snacks2026).

[Read more](#)

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**Fresh Del Monte brings Disney and Pixar's Toy Story 5 characters to produce aisles**

**June 26, 2026**



This summer, the produce aisle is getting a cinematic upgrade.

Fresh Del Monte is teaming up with Disney and Pixar's Toy Story 5 to launch a global campaign that blends entertainment, retail and healthy habits, bringing one of the world's most beloved franchises directly into shoppers' baskets.

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[Read more](#)

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**Melissa's Waterloupe delivers new experience in fast-growing melon category**

**June 26, 2026**



With the outward appearance of cantaloupe and the texture of watermelon, Waterloupe is a standout in Melissa's extensive lineup of high-quality, seasonal specialty melons, offering an exciting new way to experience the pleasures of a perfect, juicy melon.

"I've tasted all the melons," said Kenny Kataoka, key accounts manager at Melissa's Produce, "and this is one of the most unique melons on the market."

[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 »](#)
  - [Last page Last »](#)