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Rocky Produce sees strong demand as Michigan season approaches

By

Keith Loria

June 17, 2026

As the produce industry transitions into the Michigan growing season, Rocky Produce is seeing strong sales momentum, while preparing for another busy summer filled with local fruits and vegetables.

“We’ve seen sales stronger than previous years, which is great,” said Dominic Russo of Rocky Produce. “The cost of produce in a lot of categories has been extremely high through the winter, and some of those prices are still elevated as we move into spring crops.”

[Read more](#)

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AFE 2026 Paul Ecke Jr. and Altman Family scholarship recipients

June 17, 2026

The American Floral Endowment has announced the 2026 recipients of the Paul Ecke Jr. and Altman Family scholarships. The scholarships recognize graduate students whose work is poised to shape the future of floriculture through innovation, research and education.

Emily Eldridge, a master's degree student at North Carolina State University, is the recipient of the 2026 Paul Ecke Jr. Scholarship. Eldridge will receive 10,000(10,000(5,000 each for two consecutive years) to help fund her education.

[Read more](#)

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Market Minute: Grapes transitioning to California vineyards

By

Ron Pelger

June 16, 2026



The Mexican grape deal will be wrapping up earlier this spring. Production will be moving into California vineyards — it has already begun out of Coachella. This shift will be a little over two weeks earlier this season for California grapes to be harvested primarily because of very good growing conditions.

[Read more](#)

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