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# Schreurs looks back on successful FlowerTrials 2026

## July 13, 2026

Schreurs is looking back on a highly successful FlowerTrials 2026. For the third consecutive year, the company was pleased to be part of the leading industry event, and this edition was especially memorable as it marked its first time exhibiting at Breeders Avenue.

From June 9-12, the company welcomed visitors to Kudelstaart, where seven breeders came together under one roof. The collaboration created an inspiring environment and offered visitors the opportunity to discover a wide range of innovations in one convenient location.

Read more

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# Giant Eagle drops prices through Labor Day

July 10, 2026

Giant Eagle launched its On Sale This Season pricing initiative for the summer season. Effective through Labor Day, the company will reduce and hold prices across more than 300 of the most frequently purchased products throughout its supermarkets, including family meal essentials like proteins and produce along with a variety of summer snack favorites.

Read more

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# Del Monte launches upcycled fruit innovation

## July 10, 2026

Del Monte Corp. and Treatt, a global manufacturer of natural extracts and ingredients for the flavor, fragrance and consumer goods market, launched a new range of fruit-derived extracts designed for beverage applications.

Read more

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## CMI makes back-to-school snacking simple

**July 10, 2026**

As back-to-school season approaches, CMI Orchards is ready to make healthy snacking fun with a lineup of kid-friendly apple programs. Featuring its popular Crunchie Munchies, HERO and Daisy Girl Organics brands, CMI delivers bite-sized grab-and-go apples, perfect for busy school days.

Read more

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# West Pak looks to refresh the organic avocado experience

## July 10, 2026

West Pak Avocado announced a major refinement to its organic avocado program, unveiling a vibrant new visual identity and expanded merchandising tools. Launching this summer and debuting at the Organic Produce Summit, the program introduces refreshed branded packaging for bagged avocados. Anchored by a new strategic direction, the company has dubbed the initiative “The Bright Side of Organic.”

Read more

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# Michigan asparagus wraps successful season with strong volumes, consumer demand

**July 10, 2026**

The Michigan asparagus season wrapped up on a high note, delivering exceptional quality, strong volumes and increased consumer awareness across key markets. To support growers and drive demand throughout the season, the Michigan Asparagus Advisory Board executed an integrated marketing campaign combining retail promotions, influencer partnerships, recipe development, digital advertising, video content and earned media.

Read more

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