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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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IFPA Washington Conference a pivotal moment for the fresh produce industry

June 16, 2026

INTERNATIONAL FRESH PRODUCE ASSOCIATIONSM



The International Fresh Produce Association concluded its annual Washington Conference last week with a clear and compelling message: the fresh produce industry's voice is being heard at the highest levels of government.

[Read more](#)

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Fresh Expressionists program back to inspire new salad lovers

June 16, 2026



the **fresh** 
expressionists

Fresh Express announced the return of its successful Fresh Expressionists program for a second year, featuring an expanded roster of celebrity chefs, creators and culinary personalities who bring the brand's "Express Yourself" philosophy to life, inspiring consumers to transform salads into fresh, flavorful meals that reflect their own tastes and lifestyles.

[Read more](#)

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Wonderful wins two Good Housekeeping Best Snack Awards

June 16, 2026

BEST SNACK AWARDS

2026 WINNERS



Wonderful Halos mandarins and POM Wonderful Pomegranate Arils have been selected as winners of Good Housekeeping's 2026 Best Snack Awards.

Wonderful Halos won in the produce category for the second consecutive year, highlighting Halos as an easy-win snack that is sweet, seedless and easy-to-peel. Wonderful said Halos is the most productive mandarin brand on-shelf, with the highest dollar velocity in the category and two times higher velocity vs. private label.

[Read more](#)

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