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Pure Flavor's Rocco Reds tomato wins Superior Taste Award

July 6, 2026



Pure Flavor's Rocco Reds received a Superior Taste Award from the International Taste Institute in Brussels, Belgium.

[Read more](#)

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Mission Produce foodservice message focuses on avocado, mango ripening

By

Chris Koger

July 6, 2026



Mission Produce has two of the most versatile, in-demand ingredients in foodservice right now — ripe avocados and ripe mangoes — and the company’s custom ripening programs will be a key topic at the International Fresh Produce Association’s Foodservice Conference.

Mission Produce delivers avocados and mangoes to foodservice operators at the exact ripeness stage they need, said Galen Johnson, senior director of sales. Typically, that is stages three-five, when fruit is ready for use when it arrives at kitchens.

[Read more](#)

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Kendall Farms launches direct-to-consumer website, bringing California-grown flowers straight to your doorstep

July 6, 2026

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KENDALL

— FARMS —

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Kendall Farms, the largest grower of waxflower and eucalyptus in the United States, announced Thursday the official launch of its direct-to-consumer website.

For the first time, California residents can shop directly from the farm and receive seasonal arrangements grown and harvested on more than 650 acres.

For decades, Kendall Farms has been a trusted supplier to major national retailers and international markets. Thursday's launch marks an evolution of that legacy: bringing the farm experience directly to consumers.

[Read more](#)

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Smith family expands partnerships while preserving roots and preparing next generation

By

John Groh

July 5, 2026



For generations, the Smith name has been synonymous with produce, particularly in Maine, where the family's farming roots run deep. As another summer harvest begins, the Smith family is preparing to transition production back to its home fields in northern Maine, a seasonal milestone that reflects both the company's heritage and its continued evolution.

Today, the sixth-generation operation continues to expand its network of growing partnerships, broaden its product offerings and position itself for long-term growth.

[Read more](#)

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Top Brass builds on quality and innovation for 2026 California grape season

By

Keith Loria

July 5, 2026



As California's table grape harvest gains momentum, Top Brass Produce is entering the 2026 season with confidence, buoyed by excellent fruit quality, growing harvest volumes and continued consumer demand for premium grape varieties.

[Read more](#)

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In the Trenches: The unprofitable and senseless banana price mess

By

Ron Pelger

July 3, 2026



Isn't it time to end the 40-year banana price war?

Produce directors warn senior leadership that banana retails must increase because the fruit is being sold below cost, generating a negative gross profit. Executives refuse to act, choosing instead to absorb millions of dollars in losses.

This decision doesn't just cripple the company's bottom line — it undermines the very farmers whose livelihoods depend on receiving a fair return for the bananas they grow.

[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 »](#)
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