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## **Church Bros. launches organic retail brand**

**July 9, 2026**



Church Bros. Farms introduced Church Brothers Farms Organic, a new retail brand that redefines how organic produce is merchandised at retail. Built around the concept of functional wellness, the brand combines easy-to-understand nutritional benefits, thoughtfully designed packaging and right-sized portions to create a differentiated offering for today's health-conscious consumers.

[Read more](#)

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**SanLucar acquires strategic stake in Twin River Berries**

**July 9, 2026**



SanLucar has acquired a controlling ownership stake in Twin River Berries. The partnership brings together two leaders in fruit and vegetables with a shared ambition: to become the definitive source of premium fruit for customers across North America and Asia. For SanLucar, this marks a major opportunity to expand after a successful start in the U.S. three years ago in one of the world's most competitive and high-value fresh produce landscapes.

[Read more](#)

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**UNFI names new president, CFO and chief commercial officer**

**July 9, 2026**



United Natural Foods Inc. has named Matteo Tarditi its new president and chief operating officer. Additionally, the company has named Louis Martin its new chief commercial officer and Alfredo Luchini its chief financial officer.

These updates, effective Aug. 3, 2026, are designed to align UNFI's leadership structure more closely with its strategy, helping the company accelerate capability building, sharpen operational execution and continue strengthening its financial performance.

[Read more](#)

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**PRO\*ACT Crop Update: Rough transition from desert to the San Joaquin Valley**

**By**

**Joey Piedimonte**

**July 9, 2026**



[Melons remain in focus as the industry works through a rough handoff from the desert to the San Joaquin Valley.](#) The Arizona-California desert season has wrapped up after insect pressure, worsened by a warm winter, reduced yields and forced an early finish. San Joaquin Valley production is under way, but the crop is not building fast enough yet to fully cover demand. Cooler weather this week may slow growth and stretch the supply gap a little longer, keeping markets elevated until new fields gain momentum.

[Read more](#)

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**Field Fresh Farms expands its lineup**

**July 9, 2026**



# FIELD FRESH

## — FARMS —

Field Fresh Farms has expanded its lineup to include chopped Romaine, as well as one- and two-pound clamshells of conventional and organic Spinach, Spring Mix, Arugula and Kale.

With its chopped Romaine, the vertically integrated grower-shipper offers the triple-washed, ready-to-serve pre-cut lettuce directly to the foodservice market. Already a favorite ingredient in salads, wraps, bowls and more, chopped Romaine provides a significant cost-savings to busy customers who need a flavorful no-waste ingredient that won't slow them down with a lot of prep time.

[Read more](#)

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## **FPFC opens remaining Holiday Showcase opportunities**

**July 9, 2026**



As companies finalize their late-summer marketing and retail event calendars, the Fresh Produce and Floral Council is urging produce and floral suppliers to reserve sponsor and exhibitor space now for its 2026 Produce and Floral Holiday Showcase before remaining opportunities are filled. The event takes place Aug. 26–27 at the Westin South Coast Plaza in Costa Mesa.

[Read more](#)

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