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# Market Minute: Mushrooms ready for summer promotion

**By**

**Ron Pelger**

**June 8, 2026**

Kick off the summer grilling season by merchandising fresh mushrooms in June.

Increase the produce department display space and promote mushrooms in weekly advertising flyers to boost your mushroom category sales. Be aggressive by setting up a secondary display through June to support the Mushroom Council’s new It’s not Magic. It’s Mushrooms campaign.

Read more

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# Fox Solutions partners with JASA packaging systems

June 8, 2026

Fox Solutions has entered into a strategic partnership with JASA, a Netherlands-based leader in weighing and packaging automation, to bring fully integrated packaging and automation solutions to the U.S. produce market. As one of only two authorized U.S. distributors for JASA, Fox Solutions will provide sales, service and parts support for JASA equipment, giving domestic growers and packers direct access to JASA's technology.

Read more

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# Tops Markets captures top honors in IPC’s Potato Lovers Month contest

**By**

**John Groh**

**June 8, 2026**

Tops Markets in Olean, NY, was honored as the Grand Prize winner for the Northeast/Midwest region in the Idaho Potato Commission's Potato Lovers Month retail display contest.

Read more

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# Consalo Family Farms balances weather challenges with growing demand

**By**

**Keith Loria**

**June 8, 2026**

Despite a spring season marked by cooler temperatures and delayed crop development across New Jersey, The Freshwave Fruit & Produce and Consalo Family Farms remain optimistic about the outlook for their blueberry program in 2026.

Read more

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# In the Trenches: Put muscle into merchandising California strawberries

By

Ron Pelger

June 5, 2026

Spring is here and summer is just ahead. That means California strawberries are on tap. California's ideal climate produces 90 percent of the nation's strawberries, yielding 1.8 billion pounds annually, and more organic strawberries are grown in California than anywhere in the world.

Read more

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# U.S. supply chain education important for Peruvian avocados

By

Tim Linden

June 5, 2026

As the Peruvian avocado industry enters another season of significant shipments to the U.S. market, a major effort needs to be on supply chain education.

Read more

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