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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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# Ben B. Schwartz & Sons looks to strengthen foodservice partnerships at IFPA conference

**By**

**Keith Loria**

**July 3, 2026**

As the fresh produce industry prepares to gather for the IFPA Foodservice Conference, Ben B. Schwartz & Sons is focused on expanding its reach, strengthening customer relationships and identifying new opportunities for growth in the foodservice channel.

By leveraging its Midwest location and existing transportation network, the company has been able to efficiently serve a growing number of customers while maintaining the service levels that have long been central to its business.

Read more

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# Holt celebrates 100 years while investing in the future of perishables

**By**

**John Groh**

**July 3, 2026**

As Holt marks its 100th anniversary in 2026, the family-owned business is celebrating a century of growth while making some of the largest investments in its history to strengthen the Delaware River's position as North America's premier gateway for fresh produce and refrigerated cargo.

Since 1926, when Leo Holt Sr. purchased a single truck, the business has grown over four generations into one of the nation's leading transportation, marine terminal and logistics providers.

Read more

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## Market Basket recognized by U.S. News & World Report

## July 3, 2026

MARKET BASKET

"MORE FOR YOUR DOLLAR"

Market Basket has been named the 2026-2027 best private consumer products company to work for by U.S. News & World Report, a global authority on rankings and consumer advice.

Market Basket topped the rankings of nearly 1,100 privately held consumer products companies with at least 5,000 employees across 14 industries. Companies did not submit data, apply or pay a fee to be considered, according to U.S. News.

Read more

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# IFPA's The Foodservice Conference redefines how the industry connects with new session format

**July 3, 2026**

The International Fresh Produce Association is replacing its traditional mainstage presentation with a new peer-led format to make connections across the foodservice produce supply chain. Taking place July 24 in Monterey, CA, the conference's new session, "Breakfast With Purpose: Real Conversations. Real Connections. Real Impact," will better reflect how foodservice business gets done.

Read more

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# EFI shares resources to protect workers from sun and heat illness

## July 3, 2026

Equitable Food Initiative encourages agricultural employers and workers to take proactive steps to prevent heat-related illnesses by using its Sun & Heat Protection toolkit, a free resource for the industry available in both English and Spanish here.

Read more

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