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Promotable volume on tap for Northwest cherry season

By

Asher Campbell

May 22, 2026



The 2026 Northwest cherry season is coming off a winter that brought its share of challenges, from warm temperatures to periods of spring frost, but growers across the region have been navigating and adjusting accordingly. The latest 5-state cherry estimate projects the crop at approximately 18.4 million 20-pound equivalent boxes, slightly below the initial April estimate of 19.5 to 21.5 million boxes.

[Read more](#)

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Vick Family Farms sees strong demand as North Carolina planting season arrives

By

Chris Koger

May 22, 2026



Extremely dry conditions in North Carolina continue to concern sweet potato growers, who were preparing to move transplants to fields in mid-May.

According to the U.S. Drought Monitor's most recent survey, published in mid-May, almost 60 percent of the state was listed as experiencing extreme drought, although small areas that were listed as more severe on the previous survey were downgraded.

Vick Family Farms, which is based in Wilson, NC, shares those concerns.

[Read more](#)

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AFM launches World Soccer Championship campaign

May 22, 2026



Avocados From Mexico is giving soccer fans a new reason to cheer with its Kickoff a Guacamolé Summer campaign. Since the 2026 World Soccer Championship is being hosted right here in North America, this tournament is a "home game" for the brand. Much like the partnership between Mexico and the U.S. to host the world's biggest stage, Avocados From Mexico's integrated supply chain seamlessly connects these two nations to bring fresh avocados to every fan's table.

[Read more](#)

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Less prep, more fresh with Ocean Mist Farms Roastables and Heartichokes

May 22, 2026



Backed by more than a century of family farming, Ocean Mist Farms knows that great meals start with great vegetables. Now the company is applying that same expertise to developing products that help make those vegetables as easy to cook as they are good to eat.

Enter a growing line of value-added innovations that do the hard work upfront — washing, trimming, chopping and even selecting the seasoning — so time-pressed families don't have to. The result is fresh, flavorful vegetables that fit into real life, not just ideal schedules.

[Read more](#)

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Frutas de Chile mourns Ronald Bown Fernández

May 22, 2026

Ronald Bown Fernández, the historic president of Frutas de Chile who led the organization for more than three decades, has died.

[Read more](#)

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National Mushroom Month moves to June

May 22, 2026



Beginning this year, National Mushroom Month is moving to June to align with peak grilling season and remind shoppers that mushrooms are a versatile, year-round staple.

“Summer presents a strong opportunity for mushroom category growth, driven by grilling occasions and consumer interest in fresh, flavorful, healthy ingredients,” said Cristie Mather, vice president of marketing for the Mushroom Council. “Simple merchandising, education and meal inspiration can encourage shoppers to enjoy mushrooms in new ways and help drive incremental sales.”

[Read more](#)

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