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Cambridge Farms’ Eastern Shore potato deal looks better than average

By

Chris Koger

June 11, 2026

As the East Coast potato harvest works its way north from Florida, Cambridge Farms anticipates the Camden-Elizabeth City, NC, potato harvest to start on time, around June 15.

Soon after, Eastern Shore harvest will begin, and Easton, MA-based Cambridge Farms is forecasting a steady crop. Despite a lack of rain, the growers Cambridge Farms partners with have their crops under irrigation, although natural precipitation provides better ground saturation.

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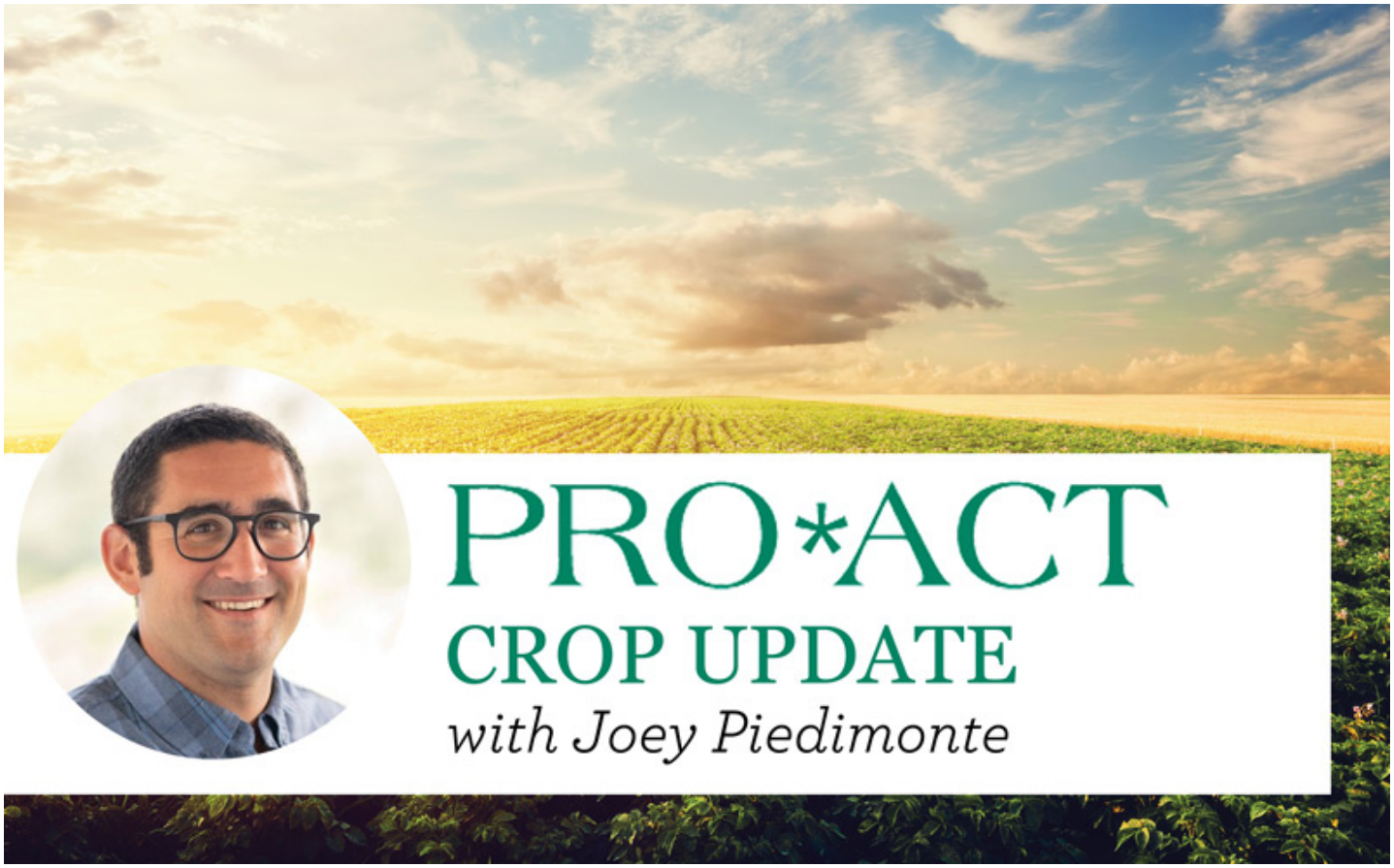
PRO*ACT Crop Update: Little relief for lettuce market

By

Joey Piedimonte

June 11, 2026



The lettuce market remains one of the most active areas in produce, with Iceberg, Romaine, and Romaine Hearts continuing to face an unusually long stretch of elevated pricing and limited availability. What makes this market stand out is not just the severity of the shortage, but how long it has lasted with little meaningful relief so far.

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Grocery Outlet's Laurie Weaver wins IPC Grand Prize drawing

June 11, 2026

Laurie Weaver of Grocery Outlet in Waynesville, NC, was recently surprised with a major prize after being randomly selected as a Grand Prize winner in the Idaho Potato Commission's 2026 Potato Lovers Month Display Contest.

Weaver's entry was among more than 2,100 submissions received from retailers across the United States during the annual promotion. As one of three randomly drawn Grand Prize winners, she received a television valued at $3,500.

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Measure to Improve helps produce companies prepare for EPR requirements

June 11, 2026

Measure to Improve, a Salinas, CA-based sustainability consulting firm solely focused on serving the fresh produce industry since 2014, is helping fresh produce companies prepare for the increasing number of Extended Producer Responsibility packaging laws emerging across the United States.

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IFPA welcomes U.S. Secretary of Health to Washington Conference

June 11, 2026

The International Fresh Produce Association welcomed U.S. Secretary of Health and Human Services Robert F. Kennedy Jr. to its annual Washington Conference, where Secretary Kennedy addressed produce industry leaders, growers and advocates gathered to advance policy priorities that support a healthier America.

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Frank Donio Inc. sees promising blueberry season ahead

By

Keith Loria

June 11, 2026

For more than 90 years, Frank Donio Inc. has been a cornerstone of New Jersey’s blueberry industry, building a reputation for quality, consistency and strong grower relationships. More than two decades ago, the company introduced its well-known Top Crop label to showcase fruit grown by its network of multigenerational family farms, and today blueberries packed under the brand continue seeing strong demand from retailers and consumers alike.

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