Week of November 9, 2026

The SUNFRESH Series

116 23rd Street, Pittsburgh, PA 15222
Phone: 412-391-7532
Fax: 412-391-7995
www.sunfreshfoodservice.com

Check out This Week's Specials!

12/ 6oz Blackberries
$24.75



25 lb. Bush Eggplant
$22.75



10 lb. Silver Dollar Mushrooms $23.75



10 lb. Yellow Hot Peppers $17.75



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To leave us a 5-star review on Google and receive
10% off your next order! (Make sure we know what company you are in the review so we can apply it to your order!)

https://tinyurl.com/sunfreshreview

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Pittsburgh Weather Forecast *Courtesy of Weather Underground*

Sun 11/08	Mon 11/09	Tue 11/10	Wed 11/11	Thu 11/12	Fri 11/13	Sat 11/14	Sun 11/15
58° | 44°F	57° | 42°F	65° | 42°F	61° | 42°F	51° | 36°F	45° | 35°F	46° | 35°F	50° | 36°F
Partly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Showers	AM Rain/Snow..	Mostly Cloudy	Mostly Cloudy

Produce News & Updates

Article Courtesy of: The Packer

Navigating the Shift: How Idaho's Potato Industry Balances Heritage, Retail Evolution and Consumer Demand

Facing rising logistics costs and changing shopper habits, Idaho's potato leaders are leaning into both high-tech packaging and traditional value formats to drive modern growth.

Idaho has long been renowned for premium potatoes. Built on rich volcanic soil, favorable climates and dedicated farming families, the state's potato sector serves as a benchmark for the broader agricultural and produce markets across North America. Yet, like many traditional farming sectors, the potato industry today finds itself at a crossroads. Shifted consumer expectations, evolving supply chain dynamics, elevated freight expenses and changing retail strategies are pushing growers, packers and industry advocates to innovate rapidly.

To understand how Idaho's potato industry is navigating this modern landscape, we look to two distinct perspectives within the sector: Eric Beck, director of marketing for Wada Farms — one of North America's largest vertically integrated potato operations — and Ross Johnson, vice president of retail for the Idaho Potato Commission. Together, their insights show an industry that honors its storied roots while actively transforming its technology, packaging and marketing strategies to meet the demands of today's retail buyers and household shoppers.

For the rest of the article, please check out our facebook page.

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Casual bar and grill serving American comfort food and authentic Greek specialties, including signature gyros.

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