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The Texas International Produce Association Announces the Cancellation of the 2020 Viva Fresh Expo

Mission, Texas; March, 16 2020: The 2020 Viva Fresh Expo has been cancelled due to the increased concern for the health and safety of the exhibitors and attendees. Going forward, the 2021 Viva Fresh Expo is scheduled for March 23-28, 2021 at the Gaylord Texan Resort & Convention Center in Grapevine, Texas.

“We continued to weigh options for postponement but in light of the rapid escalation of COVID-19 and the dangers to public health, we could not in good conscience continue,” stated Dante Galeazzi, President & CEO of Texas International Produce Association (TIPA). “This combined with the fact that the Center of Disease Control has recently stated that the evolving coronavirus outbreak could persist in the United States for several more months contributed to this decision. The bottom line is that we will not put our exhibitors and attendees at risk.”

TIPA is also reviewing options to create an online platform to showcase the final results of the [Clean Eating Challenge](#) which began last November and is due to wrap up on April 30.

Sponsors, exhibitors and paid attendees have the option to receive full credit that can be applied to the 2021 Viva Fresh Expo. If they would like a refund, TIPA is asking to provide between 80-100% (less Paypal fees for payments made by card) by April 15, 2020. “Because a considerable amount of costs have already been incurred to develop the 2020 Viva Fresh Expo and much of the promotion had taken place, we’re asking for this support on a situational basis,” remarked Galeazzi.

Galeazzi also noted, “This will go a long way in ensuring our ability to continue to deliver the exceptional trade show experience that the Viva Fresh Expo has become known for. We sent out a communication to all of the exhibitors, sponsors and attendees and we have received overwhelming support. It is heartening for us to witness firsthand how the produce industry stands together during these difficult times. We’re looking forward to the 2021 Viva Fresh Expo which will be held for the first time in the Dallas area.”

SAN ANTONIO, TEXAS • APRIL 30 - MAY 2, 2020

CLEAN EATING CHALLENGE



CELEBRITY PHYSICIAN DR. IAN SMITH TAKES
FOUR PRODUCE INDUSTRY PROFESSIONALS
ON THE WELLNESS JOURNEY OF A LIFETIME...

LEARN MORE



ATTENDEE REGISTRATION



RETAILER / FOODSERVICE REGISTRATION



SCHEDULE

“This focus on health and wellness really sets Viva Fresh apart from other regional trade shows so we’re looking forward to seeing the results of the Clean Eating Challenge. Each year the show brings a new, vibrant energy to the industry and highlights the growing importance of Texas and Mexico in fresh produce.”

STAY INFORMED WITH THE LATEST UPDATES

SIGN UP AND GET INTERESTING NEWS AND UPDATES
ABOUT VIVA FRESH EXPO DELIVERED TO YOUR INBOX.

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2020 Diamond / Platinum Sponsors



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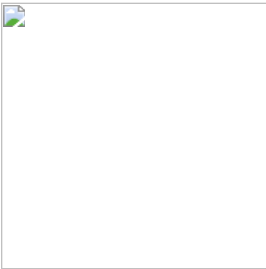
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- The logo for IFCO features the letters "IFCO" in a large, bold, green, uppercase, sans-serif font.



SUNFED®
Perfect Produce®

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Fox Packaging™

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MARATHON®

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Grande
Produce

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INTERNATIONAL



PAPER

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Pharr
International Bridge

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Valuable Experience, Networking and Education

Better Opportunities

The Viva Fresh Produce Expo was created in response to our industry's need.

Meaningful Networking Opportunities

The Viva Fresh Produce Expo was created in response to our industry's need for better opportunities to create meaningful networking opportunities that highlight products and build relationships.

Regional Tradeshow

This intimate and affordable regional tradeshow replaces the former Texas Produce Convention.

Intimate and Affordable

Hosted by the Texas International Produce Association (TIPA), the expo highlights the "Gateway to the Americas," showcasing produce grown in the Southwestern United States and Mexico.

Networking and Education

The expo focuses heavily on networking and education.

Networking and Education

Virtual field tours, supermarket dietitian, merchandising trends, issues and opportunities with trade between Mexico and the U.S.

LATEST NEWS

904, 2020

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[Ed Bertaud Update Midst COVID-19](#)

"Hey there, Viva Freshers!" During COVID-19 Ed Bertaud gives us his updates and stats on his Clean Eating Challenge progress. [...]

2802, 2020

[Quick Salsa Fresca](#)

Who doesn't love salsa? Anyone who has been to a Mexican restaurant would likely raise their hands. The wonderful mixture [...]

2102, 2020

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[Michelle Cortez – Clean Eating Challenge – 06](#)

Video #6 for Michelle Cortez. A healthier you! Not only is this for weight loss, but this is a new [...]

1702, 2020

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[Ed Bertaud – Clean Eating – 05](#)

Video #5 for Ed Bertaud. Viva Freshers, get ready for Ed's report! The weight is falling off and so are [...]

1102, 2020

[Clean and Lean Recipe – Part 2](#)

If you've been following along and are inspired by the amazing results of the contestants, we want to help you [...]

SEGMENT OF THE INDUSTRY ATTENDING VIVA FRESH

The #1 trending regional trade show. But don't take our word for it, check out our testimonials to understand why our participants have enjoyed Viva Fresh Produce Expo and are ready to signup for next year!

RETAIL / FOODSERVICE 34%

GROWER / SHIPPER 52%

WHOLESALE 4%

BROKER 5%

OTHER 16%

READ WHAT OTHER ATTENDEES ARE SAYING

“Viva Fresh was a great show. It provided SunFed the setting to spend time with our valued friends and customers. The show is the right balance of kicking back while

allowing business to
happen. We'll be
back."

Danny Mandel, CEO/President
SunFed "Perfect Produce"

"Viva Fresh should be
on everyone's list of
must attend shows if
you're looking for
new sources of supply.
This was our second
year of attending we
found more sources
for products, and met
more suppliers,
definitely a big
advantage for us to
attend."

Joe Loiacano, Wendy's

"Being a veteran of
many shows in both
food and
transportation, I can
honestly tell you that
the schedule, format,
presentations, and
displays were the best
I have ever seen on
this scale. The
professionalism from
start to finish was
impressive and your
team should be very
proud."

Cynthia Cunningham, H.E.B.

"I really enjoyed all of
the events and got to
interact with many
current and potentially
future suppliers for
Sam's Club. The show
really felt like a
smaller version of the
PMA Fresh Summit
which made for a great
environment."

Jeremy Coleman, Wal-Mart

"I want to applaud the
people behind the
VIVA FRESH 2015. It
was great!"

Mani Skaria, US Citrus