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With cancellation of Viva Fresh, TIPA looking forward to 2021

March 17, 2020



The 2020 Viva Fresh Expo has been cancelled due to the increased concern for the health and safety of the exhibitors and attendees, the Texas International Produce Association announced March 16.

“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,” Dante Galeazzi,

president and chief executive officer of TIPA, said in a statement. “This combined with the fact that the [Centers for Disease Control & Prevention] 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.”

Looking forward, TIPA announced that the 2021 Viva Fresh Expo is scheduled for March 23-28, 2021, at the Gaylord Texan Resort & Convention Center in Grapevine, TX.

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 percent (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,” Galeazzi said.

He 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.”

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