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Industry experts to host live Q&A about 'Living Your Business'

November 20, 2020

Tune in this Sunday, Nov. 22 at 8pm ET/7pm CT/5pm PT as Blake LaGrange, one of the featured contestants in the Viva Fresh Clean Eating challenge and regular blog contributor, hosts a live Q&A broadcast with one of his early mentors in the produce business, Rich Dachman of Brighter Bites.

“Rich has been encouraging our produce industry professionals to 'Live our Business' for years," said LaGrange. "In multiple public speaking engagements, Rich has told us that we need to live the lifestyle of what we grow and sell and show the world that fresh produce is an extremely important part of our daily nutrition. How can we get that message to our customers and end users if we don't follow it ourselves?"

LaGrange's unique experience of being active in the produce business for the past 30 years, in addition to being a specialized baseball trainer for the same amount of time for professional, college and amateur athletes, gives him fascinating insights in to what his pro-athletes are doing with the most modern training and nutrition techniques.

LaGrange is very excited to chat with his mentor live as he feels Dachman will bring a wealth of nutrition information as one of the pioneers of the produce industry to discuss the health benefits of plant-based eating on a public scale. Rich will share tips on how we can continue to “feed the world while living our business.” Don't miss the opportunity to tune in and witness this “student and the master” talk.

The live talk will be accessible via [this link on Facebook](#).

About Blake LaGrange, Rich Dachman and Brighter Bites

Blake La Grange grew up in the produce business and has been in his professional role for over 30 years after a short professional baseball career. He is a biomechanics expert, certified sports hypnotherapist and has been training professional, college and amateur athletes for the past 30 years as well. His knowledge of produce combined with cutting-edge training techniques gives him a very unique perspective on how we can get healthier and weed through the facts and fiction of the information being taught.

Rich Dachman is the Chief Executive Officer of Brighter Bites. Dachman comes to Brighter Bites with more than 40 years of experience in the produce industry, 28 of them at Sysco, the world's largest broadline food distributor.

Brighter Bites is a nonprofit that creates communities of health through fresh food with the goal of changing behavior among children and their families to prevent obesity and achieve long-term health. Brighter Bites is an evidence-based, multi-component elementary school, preschool, and summer camp program that utilizes reliable access to fruits and vegetables, nutrition education, and consistent exposure to recipes and messages that feature fresh food. Since 2012, Brighter Bites has distributed more than 40 million pounds of produce and millions of nutrition education materials to more than 475,000 individuals (including teachers) in Houston, Dallas, Austin, New York City, the Washington, D.C. Metropolitan area, and Southwest Florida.

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