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Virtual wellness challenge a real world success

June 29, 2020

More than 500 participants crossed the finish line for the Center for Growing Talent by PMA's first Virtual Wellness Walk/run challenge June 21. The Wellness event, which contributes to Center for Growing Talent efforts to attract and develop the next generation of talent on behalf of the produce and floral industries, was the first of its kind. The Center for Growing Talent's Wellness events are a fun way to give back to our industry, while providing a wellness-inspired networking and team-building experience at a time when we simply cannot gather in person.

A total of 562 participants representing 46 teams from across the industry took part in the Virtual Wellness Walk/Run Challenge. Sun World International had the largest team, followed by Naturipe Farms and Frieda's Specialty Produce. Capespan North America had the highest donations from its teams, which the company matched, followed by Emerald Packaging and Nature Fresh Farms who also matched their teams' funds. The most spirited team was Family Tree Farms who created team t-shirts and demonstrated how the event could serve as a fantastic team bonding event, especially while we all socially distance.

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