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Viva Fresh Open returns with sold-out tournament

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Like many annual events over the past 12 months, the Viva Fresh Open paused in 2020 while the world coped with an unforeseen pandemic. But now, the eagerly awaited tournament resurfaces in Dallas as the industry gathers at the first in-person produce expo in more than a year.

Presented by BEBO Distributing Inc. and Wonderful Citrus, the sixth annual Viva Fresh Open will be held at Cowboys Golf Club, an NFL-themed golf club, on March 26. With a course designed by award-winning architect Jeff Brauer, it seamlessly blends with its pristine natural setting in the rolling hills of Grapevine. The club is one of the region's only all-inclusive world-class resort golf properties, in partnership with the Gaylord Texan Resort & Convention Center.

“We are proud to be the first to bring an in-person event back to the produce industry, but we take that honor with great responsibility,” said Ed Bertaud, director of retail sales for IFCO and golf tournament chair. “A great deal of planning goes into executing events such as Viva Fresh and the concurrent golf tournament each year, more so than ever in 2021. We are ready to welcome our members and peers to a safe event that promises to deliver the great experience of Texas hospitality for which we are known.”

One of the few sports to experience a resurgence during the pandemic, golf is a fun way to network, exercise and stay safe. Cowboys Golf Club is implementing and enforcing measures and precautions as recommended by the CDC throughout the property to keep Viva Fresh Open attendees safe:

- Social distancing of six feet apart
- Thorough overnight sanitation of all golf carts
- Increased sanitation in common areas and high-touch surfaces
- Modified green hole cups for touch-free ball retrieval
- Removal of rakes in bunkers

As the golf tournament winds down at 12:30 p.m., all Viva Fresh attendees are invited to a food truck rally where they can enjoy lunch, beverages and that sorely missed in-person (yet socially distanced) networking.

For more information or to request to be placed on the waiting list for the Viva Fresh Open Golf Tournament, contact the Texas International Produce Association at info@texipa.org or call 956/581-8632.

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