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Greenhouse Grown



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Village Farms ready to shine at Viva Fresh

[Village Farms Fresh](#) will be participating in the Viva Fresh Expo in its home state of Texas this week. Farming flavor-forward Texas-grown tomatoes is a strong key value proposition for Village Farms Fresh to offer customers. The company is a proud member of the Texas Department of Agriculture, Go Texan program, as well as a member of the Texas International Produce Association.

Sensational Sara, Heavenly Villagio Marzano, Sinfully Sweet Campari, Cabernet Estate Reserve, Maverick Mix, Cherry no. 9, Lip Smackn' Grape — these are just some of the distinctive exclusive specialty tomato varieties Village Farms Fresh is known for. And as the one of the largest farms of Texas-grown greenhouse tomatoes it is proud to offer all of its greenhouse-grown varieties in a number of pack sizes to suit customer and consumer needs while driving category sales.

“Everyday is a new day when it comes to growing in extreme climates,” said Arie Van Der Giessen, lead farmer and facility manager of all Village Farms Fresh Texas farms located in Permian Basin, Fort Davis and Marfa. “Our spring crop is looking very healthy and vibrant and our newest variety Sensational Sara is thriving with the sunny days and cooler night temperatures typical for this time of year. If you have not tried Sensational Sara you should, her flavor is exceptional, one of the best I have encountered in my all my years of growing tomatoes. She is the perfect balance of sweet and acid with lots of juice. She is great to cook with too, my whole family enjoys this tomato. Plus her sturdy green vine is a perfect match to her true red color inside and out.”

Village Farms Fresh will be featuring these varieties and more, including the new mini sweet pepper Cheeky Sweets at the Viva Fresh Expo.

Steve Poklemba, director of global supply chain management for company, said Viva Fresh is the show to be at in Texas for fresh produce. “I have participated in this show from the beginning and the team is excited to be back face to face in person with everyone. Viva always puts on a great event and we are proud to be featured as a prominent local grower for Texas.”

Other team members who will be at the expo are Eric T. Janke, executive vice president of sales and marketing; Lyra Vance, director strategic business and sales development; Carlos Flores, manager distribution sales and fulfillment; Brandon Jamison, director quality assurance; and Taylor De Leon, quality control and sales administration.