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**Viva Fresh continues healthy eating with fresh produce donation**

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The [Texas International Produce Association](#) teamed up with North Texas Food Bank of Plano, TX, to make a 15,403-pound fresh produce donation at the conclusion of the recent Viva Fresh Produce Expo. These fresh fruits and vegetables will provide roughly 12,800 meals for north Texas families in need.

The donation is made possible thanks to the 200 companies that exhibited a wide array of fresh produce at the Viva Fresh Expo. The donation will provide fresh produce for food pantries and meal programs throughout north Texas.

The North Texas Food Bank served more than 125 million meals in 2021 and provides food assistance to families, children, seniors, disaster relief through support of a feeding network of more than 400 food pantries and organizations across north Texas.

“We grow, import and ship healthy produce from Texas to all over North America, yet nearly one million individuals in north Texas alone face hunger and food insecurity and that number grows as you move further around the state,” said Dante Galeazzi, CEO of Texas International Fresh Produce Association. “Our organization and our industry members work with food banks not only in Texas, but around the U.S. to provide invaluable access to fresh produce that provides hunger relief back with natural nutrition, vitamins and flavor.”

Today, more than 800,000 north Texans are unsure of where their next meal will come from and this includes 300,000 children, giving the North Texas Food Bank service area the fourth highest level of food-insecure children in the country.

“The North Texas Food Bank is proud to be a dedicated provider of food for those in need and this fresh produce donation is a welcome gift that allows us to offer an incredible assortment of fruits and vegetables to hungry neighbors,” said Reid Ainsworth, director of food sourcing for the North Texas Food Bank. “Our mission to close the hunger gap in north Texas by providing access to nutritious food continues to be an exciting possibility thanks to the generosity of organizations like the Texas International Produce Association and their members.”

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