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Record-breaking Viva Fresh gets fresher for 2023

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The [Texas International Produce Association](#)'s 2023 Viva Fresh Expo returned to the Gaylord Texan Resort & Convention Center in Grapevine, TX, March 30-April 1. With more than 2,500 attendees roaming the 200-booth Viva Fresh Expo in Dallas on April 1, the show got very high marks from exhibitors who lauded both the intimacy of the show and the great turnout by buyers.

