

“THE CROSSING TIMES NEWSLETTER



Pharr Bridge Quarterly News

December 2024/Vol. 008

FRESH ON THE BORDER WEEK 1st Annual Drive for Trade Golf Tournament

The First Annual Drive for Trade Golf Tournament took place on Wednesday, October 9, 2024, marking an exciting start to the highly anticipated Fresh on the Border week. Held at the Tierra Del Sol Golf Course in Pharr, this exciting event brought together industry professionals, trade advocates, and golf enthusiasts for a day of friendly competition and networking. The tournament featured a shotgun start at 9:00 AM, with participants competing in teams of three, and concluded with awards and raffles.



Upcoming Events:

- BridgeConnect Trade Session: State & County Updates
January 16, 2025
10:00am-12:00pm
- BridgeConnect Trade Session: C-TPAT
February 20, 2025
10:00am-12:00pm

Annual Christmas & New Year Celebration



Annual Start of the Produce Season

On October 10, 2024, the 11th Annual Start of the Produce Season Celebration took place, a landmark event that not only marked the beginning of another vibrant produce season but also celebrated an incredible milestone as the Pharr International Bridge celebrates 30 years of “Connecting Two Nations.” We want to thank all our sponsors, guest speakers, restaurants and chefs, and all the attendees for making this year’s event a huge success as well as memorable. Here’s to many more years of celebrating the #1 port of entry for fresh produce!



Trade Talks

This year’s Trade Talks took place on October 11, 2024, and featured a dynamic lineup of Trade Associations and Industry Organizations affiliated with the Pharr International Bridge. The event provided valuable insights into the latest economic, geopolitical, and supply chain trends, and explored how international trade shapes the future for markets and consumers. A special highlight was our keynote speaker, Georgina Estrada Aguirre, whose insights added tremendous value to the discussions.



TRUCKSGIVING LUNCHEON

On November 14, 2024, the Pharr International Bridge hosted their 3rd Annual Trucksgiving Luncheon with over 100 customers, partners and stakeholders in attendance for this special holiday occasion, making it a huge success! This event aims to give thanks to our customers and spread gratitude ahead of the holiday season.



Food, Fun, Dancing, Live Entertainment and Gift Raffles is what happens every year at the Pharr International Bridge! The Annual Customer Appreciation Holiday Social event took place on December 13, 2024, as a way to say “Thank You” to our dedicated and loyal customers for their continued support year after year. Christmas is the time for giving, and this is our way to give back to the businesses that keep us moving forward. New Year is the time to look ahead, and this is our way to wish our customers the best, going forward.

**We would like to Thank our 11 New Customers from October-December 2024
WELCOME!!**

Your Connection. Your Business. Your Bridge.