

# THE CROSSING TIMES NEWSLETTER

Pharr Bridge Quarterly News

June 2024/Vol. 005

## VIVA FRESH 2024



### Strengthening Trade and Business Opportunities

On April 13, 2024, representatives from the City of Pharr, Pharr International Bridge and Pharr Economic Development Corporation traveled to Houston where they participated in the Annual Viva Fresh Conference & Expo. This year they hosted a Meet & Greet Mixer to update the produce industry on the latest infrastructure improvement projects at the Pharr Bridge. The event is hosted every year by Texas International Produce Association (TIPA) and the Pharr Bridge has been a major sponsor and supporter of the event since the beginning.

## INDUSTRIAL WAREHOUSE SUMMIT PART 3



On May 9, 2024, the Pharr International Bridge hosted the Industrial Warehouse Summit Part 3 (IWS3) aiming to strengthen existing connections and boost new investment potential within the City of Pharr and the region. The event successfully brought together the field of Higher Education, Workforce and Economic Development, and the ever popular high-demand AI (Artificial Intelligence). The Industrial Warehouse Summit continues unlocking opportunities in paving the way for cross-border collaborations and regional growth and has quickly become the premier event for industry professionals, investors, and thought leaders from around the region.

### Upcoming Events:

- BridgeConnect: July 18, 2024 10:00am-12:00pm
- BridgeConnect: August 15, 2024 10:00am-12:00pm
- BridgeConnect: September 19, 2024 10:00am-12:00pm
- Pharr International Bridge Truck Expo September 20, 2024 10:00am-4:00pm
- 1st Annual Start of the Produce Season Drive for Trade Golf Tournament October 9, 2024 9:00am
- Start of the Produce Season Celebration & Taste of Trade October 10, 2024 10:00am-2:00pm

### BridgeConnect Trade Session: SOE & FSVP



On June 20, 2024, the Pharr International Bridge hosted their monthly trade session which featured Strengthening Organic Enforcement (SOC) & Foreign Supplier Verification Program (FSVP). Guests learned about the the basic organic certifications for produce importers, risk assessment, FDA FSVP verification process and auditing to ensure compliance. Thank you to Ricardo Islas, Agro Food Safety for being the presenter for this value-added educational session.

**We would like to Thank our 6 New Customers from April-June 2024 WELCOME!!**