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VILLAGE FARMS DONATES TIME ON #GIVINGTUESDAY

On November 28 a team from Village Farms and Produce for Kids celebrated #GivingTuesday by volunteering their time at Second Harvest Food Bank in Orlando, Fla. #GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

"Being able to give back to our community alongside friends from the produce industry is so rewarding," said Helen Aquino, Director of Brand Marketing and Communications. "We are so grateful for the ability to do our part in assisting in the fight against hunger."

The teams spent the morning sorting produce that would go on to make more than 4,000 meals. Second Harvest Food Bank provides an especially important service in the Orlando area because 1 in 6 Central Floridians are food insecure and 1 in 4 kids in the area are at risk of going to bed hungry. Second Harvest supplies more than 550 local nonprofit feeding programs to help combat those statistics.

#GivingTuesday is celebrated on the Tuesday following Thanksgiving (in the U.S.) and has gained traction over the last six years amongst the widely recognized shopping events Black Friday and Cyber Monday.

About Village Farms
Village Farms is one of the largest producers, marketers, and distributors of premium-quality, greenhouse-grown fruits and vegetables in North America. The food our farmers grow, along with other greenhouse farmers under exclusive arrangements are all grown in environmentally friendly, soil-less, glass greenhouses. The Village Farms® brand of fruits and vegetables is marketed and distributed primarily to local retail grocers and dedicated fresh food distributors throughout the United States and Canada. Since its inception, Village Farms has been guided by sustainability principles that enable us to grow food 365 days a year that not only feeds the growing population but is healthier for people and the planet. Village Farms is Good for the Earth® and good for you.