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Continental Fresh Announces its Next Water For All Trek to the Caribbean's Highest Peak

Registration is open for the 3-day, 28-mile hike at bluemissions.org.

MIAMI, Fla. (September XX, 2026) — What does it take to bring clean water and sanitation to deserving communities in Latin America? For a growing number of people in the fresh produce industry, it involves a journey to the top of Pico Duarte, the tallest peak in the Caribbean. Continental Fresh is preparing for its annual Water For All Trek, November 20-24. Colleagues, friends, and all who are interested in making a difference are invited to participate.

The trip and fundraiser demonstrate how small steps lead to big change. Since 2020, this idea has defined Continental Fresh. Through its Water For All label, a portion of sales proceeds funds the work of its partner, BLUE Missions. Those funds enable work that leads to new water infrastructure in communities throughout Latin America, where clean water and sanitation serve as catalysts for new opportunity.

“We don’t think of water as a finish line,” said Albert Perez, CEO of Continental Fresh. “It’s the start of a new journey for the communities we serve. When families don’t have to carry water, that time can go to school, work, businesses and health. We love to see the change that clean water brings.”

As they prepare for the annual hike, participants raise thousands of dollars for water projects like gravity-fed aqueducts, ventilated latrines and other life-enhancing infrastructure built by BLUE Missions. Each hiker commits to raising at least \$750 USD in support with the help of a personalized web page and other fundraising tools. Every dollar goes to BLUE Missions, the Continental Fresh partner responsible for building the clean water projects and training communities to maintain them.

The Water For All Trek to Pico Duarte is November 20-24.

The Water For All Trek is an experience that makes the Water For All mission real for trekkers who join the hike. It’s an exhilarating and challenging 27.6 miles, taken step-by-step with a joyful group of purpose-driven people. Camping, fireside chats, breathtaking beauty and laughter lead to an unforgettable experience at Pico Duarte’s peak. The group also visits a

completed clean-water project to connect with people from the community and see how they have benefited so far.

Sign up now for the Water For All Trek.

The produce industry is invited to take the next step for communities in need of clean water and join the Water For All Trek, November 20-24. Even if you can't attend the trek, there are ways to get involved.

Sponsor Employees

Encourage employees to sign up for the Water For All Trek and sponsor their participation.

Donate to BLUE Missions

Every donation directly funds BLUE Missions work in communities that need clean water and sanitation. Go to givecleanwater.funraise.org to contribute.

It's an amazing journey whether taken with colleagues, family members or alone. For details, or to sign up, visit bluemissions.org/adventure-treks. Download the Pico trek guide for itinerary, fundraising information and more on the work of BLUE Missions.

For more information about Continental Fresh produce and its Water For All initiative, visit: continentalfresh.com.

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About Continental Fresh LLC

Continental Fresh, LLC, is a grower, shipper and importer of fresh fruits and vegetables from Latin America, specializing in tropical produce for retail, foodservice and wholesale customers across the U.S. market. The company has connected dependable growers with reputable buyers and is backed by a team with more than 80 years of combined importing experience.

As a produce partner, Continental Fresh provides buyers with extensive import knowledge, regular forecasting and market updates, plus products that are delivered on time and in peak condition. As a company with a purpose, it works to do more. Through its Water For All label, a portion of proceeds is donated BLUE Missions for clean water and sanitation projects in Latin America. One hundred percent of program contributions fund the material costs of gravity-fed aqueducts that connect every home with a working faucet. Learn more at about Continental Fresh and Water For All at www.continentalfresh.com.