

Jamie Gonzalez ~ The Produce Lady

Jamie Gonzalez is a builder, culinarian, and a growing force in changing the culture of how San Antonio eats. Known as “The Produce Lady”, she utilizes her unique moniker, 15+ years of produce industry experience and a passion to feed people to develop feeding programs that support an equitable food system.

Jamie is the founder of the BIG FRESH Market Box Programs. These produce boxes and markets are the catalyst to a variety of hands-on experiences with produce and have been recognized by Bexar County for their ingenuity. Since 2020, Jamie distributed over 3,000,000 pounds of produce through over 50 public/private partnerships.

Jamie lives her mantra “everybody eats” through her professional and philanthropic efforts. She is an Executive Committee member of The Mayor’s Fitness Council, a founder of the Healthy Corner Store Initiative, a member of the American Heart Association Health Equity Advisory Board, and the President of the Food Policy Council SA. Jamie has been recognized by the SA CURRENT as one of the Fearless Women in the SA Food Scene.

In 2022, Jamie was the campaign winner of the North SA Chamber's Civic Leadership Academy, Co-champion of the Flavor SA, Culinary competition, and an AHA - EmPowered to Serve Finalist. When she isn't talking about produce; Jamie can be found playing with food, watching movies, and indulging her competitive side by losing so many games to her family.