



FOR IMMEDIATE RELEASE

CPMA celebrates Canadian Pavilion at International Trade Show, Fruit Logistica.

OTTAWA, ON, December 18, 2009 – The Canadian Produce Marketing Association (CPMA) will help set the stage for a strong Canadian presence at the world’s largest produce industry trade show. The first ever Canadian Pavilion, a joint initiative of B-For, Messe Berlin and CPMA, will launch at the 2010 FRUIT LOGISTICA trade show in Berlin, February 3-5, 2010. Opening Ceremonies for the Canadian Pavilion will be held at 11am on February 3rd. A reception will follow in the Canadian Pavilion Business Lounge.

“The enhanced participation in Fruit Logistica this year says a lot about where the Canadian produce industry is heading,” said CPMA President Dan Dempster. “We’re proud to represent our members on an international stage so more foreign companies can see what CPMA has to offer.”

The Canadian Pavilion will provide a significant opportunity to showcase the Canadian produce industry as a thriving and successful market with excellent trade opportunities and business prospects. Recognizing the potential and audience of the event, CPMA is embracing this unique opportunity to elevate Canada’s presence. “The challenges facing the Canadian produce industry are the same as those facing its trading partners around the globe.” said CPMA Chair Adrian Abbott. “We view the produce industry as one whole marketplace.”

In addition to CPMA, the following companies will be participating in the Canadian Pavilion at Fruit Logistica: BC Blueberry Council, Jealous Fruits, Knight’s Appleden Ltd., Norfolk Fruit Growers’ Association, Ontario Apple Growers, Accu-Label, Scotian Gold Cooperative Ltd. and Bay Growers’ Cooperative Inc.

Mr. Adrian Abbott, Chair of the CPMA Board and Director of Marketing and Industry Relations at B.C. Tree Fruits Limited and Mr. Dan Dempster, CPMA President will be in Berlin for Fruit Logistica and will have limited availability for media interviews on February 3, 4 and 5th.

About Fruit Logistica

Fruit Logistica is the largest international trade show in the world for fresh produce, dried fruits, and tree nuts. Major foreign retailers, importers, and wholesalers attend this event to develop new business relationships and to increase exposure in overseas markets.

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transportation, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators, processor integrating all segments of the fresh produce industry. CPMA is proud to represent over 690 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada at an annual estimated value of \$8 billion Canadian dollars. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs. For more information about CPMA, please visit www.cpma.ca

-30-

To schedule an interview during Fruit Logistica with Adrian Abbott and Dan Dempster, please contact:

Tina Vigliotti
Marketing & Events Assistant
613-226-4187 ext. 217 / tvigliotti@cpma.ca

For more information please contact:

Melanie Richer
Senior Manager, Marketing & Communication
613-226-4187 ext. 226 / mricher@cpma.ca