



FOR IMMEDIATE RELEASE

**90 Years Strong:
2015 Marked the Canadian Produce Marketing Association's Largest Trade Show to Date**

(Ottawa, April, 2015) The Canadian Produce Marketing Association's 90th Annual Convention & Trade Show in Montreal was a great success, with 3500 representatives from across the fresh fruit and vegetable supply chain in attendance. In addition to marking their milestone 90th anniversary, the CPMA also celebrated their largest Montreal show to date. The CPMA's annual event ran from April 15-17, 2015 in Montréal, Québec at the Palais de congrès de Montréal. There were representatives from 19 different countries in attendance, demonstrating the international flavor of the industry.

"The CPMA was proud to sell out such a large show, and we look forward to continuing to grow this vibrant sector," stated Ron Lemaire, President, CPMA. "With 525 exhibit spaces and over 290 companies represented, we were honored to host the largest trade show our industry has ever seen in Canada. From the business sessions and learning lounges to social events, we will continue to strive to deliver a cutting edge business program combined with extensive learning and networking opportunities."

For those who were unable to attend the event, the CPMA has compiled several photo albums that frame the integrated value of the event as a whole. The albums include:

- [CPMA New Member's Reception](#)
- [Half Your Plate Hockey Game](#)
- [2015 Trade Show Set Up](#)
- [Chair's Welcome Reception](#)
- [Delegate luncheon, including the "Implementing Fresh Every Day" panel](#)
- [Trade Show Opening](#)
- [Chef Michael Smith on the Trade Show Floor](#)
- [After Party](#)
- [Awards Brunch and Awards Overview](#)
- [Trade Show Day 2](#)
- [Freggie on the Trade Show Floor](#)
- [Final Banquet](#)
- [Passion for Produce and Career Pathways participants](#)

CPMA's overall program welcomes a diversity of delegates and exhibitors who are active within the Canadian fruit and vegetable marketplace, and offers a distinctive blend of business, networking, development and educational opportunities, while attracting a wide variety of attendees.

The CPMA's 91st Annual Convention and Trade Show will take place in Calgary, Alberta from April 12-14, 2016. The theme for 2016 is Growing Strong, more information will be available shortly.

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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 800 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. 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.