



FOR IMMEDIATE RELEASE: 2012 CPMA Convention and Trade Show continues to deliver opportunities

OTTAWA, ON, April 18, 2012 – The Canadian Produce Marketing Association’s (CPMA) 87th Annual Convention and Trade Show took place at the Stampede BMO Centre and Hyatt Regency Calgary at the Foothills of the Rocky Mountains in Calgary, AB, April 11-13, 2012.

The 2012 event echoed CPMA’s commitment to invest in smaller markets and provide regional events that speak to the broad scope of the Association’s membership. CPMA’s boutique style event attracted an international audience to tour exhibits hosted by more than 230 companies active in the fresh fruit and vegetable market in Canada. The 87th annual event was, in fact, CPMA’s second largest trade show floor to date with 416 (10ft x 10ft) exhibit spaces – and almost 57% larger than the last Calgary CPMA visit in 2008.

Exhibitors and delegates alike had significant access to a superior quality of attendees - including major retailers like Costco, Loblaw, Metro, Safeway, Sobeys, Sysco, Walmart, local and regional retailers and more – while cultivating business opportunities and generating new leads.

CPMA’s Annual Convention & Trade Show is produced in a cyclical fashion, visiting the same four cities (Montréal, Calgary, Toronto and Vancouver) across Canada every four years. As it takes on a different theme and attracts a variety of participants, the overall sustained development of the show, year after year, continues to be positive.

CPMA’s Trade Show, welcomes a dynamic blend of exhibitors and attendees and offers a comfortable and distinctive blend of business, networking, development and educational opportunities and boasts an exceptional exhibitor satisfaction rate.

This year’s Convention and Trade Show provided outstanding keynote speakers: Joel Cohen (Calgary native, Executive Producer and Writer of *The Simpsons*) and Anthony D. Williams (co-author of *Macrowikinomics* and *Wikinomics*), topical and respected business sessions by industry and subject matter leaders including social media expert Krista Neher (@kristaneher) and consumer trends experts from Kraft Canada, StrategyOne and the University of Alberta. Event highlights and business session overviews are available at www.convention.cpma.ca.

At the close of this year’s event, CPMA revealed its new visual brand identity, designed to support CPMA’s continued evolution as a trusted source and leader in the produce industry. The new corporate identity reflects the Association’s commitment to its members, and to promote healthy, fresh fruit and vegetable consumption to the public.

Plans are already underway for the 88th Annual edition of CPMA’s Convention and Trade Show. CPMA’s Fresh Success event will take place in Toronto, Ontario, April 17-19, 2013 and will further underscore CPMA’s evolution.

For more information CPMA’s Annual Convention and Trade Show, please visit www.convention.cpma.ca

About the Canadian Produce Marketing Association

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/marketers, 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 760 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.

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