



FOR IMMEDIATE RELEASE: 2013 CPMA Convention and Trade Show cultivates Fresh Success

OTTAWA, ON, April 25, 2012 – The Canadian Produce Marketing Association’s (CPMA) 88th Annual Convention and Trade Show took place in Toronto, Ontario, April 17-19, 2013.

CPMA’s boutique style event attracted an international audience to tour exhibits hosted by more than 277 companies active in the fresh fruit and vegetable market in Canada. The 88th annual event was, in fact, CPMA’s largest trade show floor to date with 524 (10ft x 10ft) exhibit spaces.

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. With a total of 3,933 attendees, this year’s event boasted a 42.5% increase in attendance over CPMA’s last Toronto visit in 2009.

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 with an exceptional exhibitor satisfaction rate.

This year’s Convention and Trade Show provided outstanding keynote speakers: Mario Pillozzi (Former Walmart Canada CEO) and Jamie Clark (Extreme Adventurer and author), topical business sessions delivered by industry and subject matter leaders in the areas of social media, regulations, and consumer and industry trends. Event highlights are available at www.convention.cpma.ca.

Awards were presented to recognize exhibitor efforts and industry leaders, including Jane Proctor, CPMA’s Vice President of Policy and Issues Management, as this year’s Produce Person of the Year award winner. Awards included:

- Best Booth Awards: 1st place to EarthFresh, 2nd place to Mastronardi Produce and 3rd place to Procyk Farms
- New Product Showcase Award: Pom Wonderful for their Hula, Mango and Coconut Juices
- Mary Fitzgerald Award: Stephanie Lariviere of Erie James Ltd.
- CPMA Lifetime Achievement Award: Adrian Huisman
- Fresh Health Award: Bayshore Vegetables (Hugh and Joni Bowman)
- Produce Person of the Year: Jane Proctor, CPMA

At the close of this year’s event, CPMA exhibitors donated 51,113lbs of fresh produce to Toronto’s Daily Bread Food Bank, continuing a tradition of community support in each host city. “On behalf of Daily Bread, and the hundreds of community agencies that have benefited this week from the donations from your trade show, thank you,” said Gail Nyberg, Executive Director of Daily Bread Food Bank. “I can’t begin to express how happy it made me to be able to stand in our warehouse and see skid after skid of fresh fruits and vegetables come off our trailers. This donation of healthy and nutritious food will help a lot of people who are struggling right now”.

Plans are already underway for the 89th Annual edition of CPMA’s Convention and Trade Show which will take place in Vancouver, BC, April 2-4, 2014. For more information CPMA’s Annual Convention and Trade Show, please visit www.convention.cpma.ca

-30-

For more information please contact:
Lianne Wand, Manager, Marketing & Communications
613-226-4187 ext. 225 / lwand@cpma.ca