



FOR IMMEDIATE RELEASE: CPMA UNVEILS NEW BRAND

CALGARY, AB, April 13, 2012 – Over the last year, the Canadian Produce Marketing Association (CPMA) has undertaken a comprehensive strategic renewal exercise, designed to maximize value for its members and further support the market for fresh fruits and vegetables in Canada.

The process included a comprehensive consultation process with members and key stakeholders resulting in positive feedback that CPMA has used to redefine its approach, ensuring refined relevance and value within the programs, services and tools it provides to its international membership.

To complete the picture, a new visual identity was developed to align with the refined focus and reflect the strength of both the produce industry and CPMA. Under the committee direction, options were developed, considered and refined through an intensive development process. Three semi-final designs were reduced to two after focus group testing. Finally, the CPMA Board of Directors voted to select the Association's new visual identity.

CPMA President Ron Lemaire explains, "This Association is a strong voice in the produce industry. We're pleased to offer a new look that reflects our endurance and builds on it to establish a fresh and distinctive identity. We are grateful to the many industry stakeholders who participated in the process through committee and focus group work."

2012/2013 CPMA Board Chair, Jim DiMenna, who also chaired the branding committee, unveiled the new logo and visual brand identity, via a compelling video presentation, at the closing Gala of CPMA's 87th Annual Convention and Trade Show in Calgary, Alberta.

"This renewal was built on an 87 year old foundation and was not an exercise to be taken lightly," said DiMenna during the logo unveil. "As an industry we bring health to consumers, solutions to government, economic prosperity to the market and much more. As an association, we bring your best interests to the table, we bring passionate, professionalism, real solutions, peace of mind and perhaps, most importantly we bring health and prosperity. In all, we can be proud to bring something better to the table."

CPMA will adopt the new brand gradually over the coming year as the overall renewed corporate and governance strategies are also implemented. CPMA members are encouraged to display the new logo on their websites and other materials.

"The time has truly come to reflect upon, refine and refresh the CPMA story," DiMenna continued. "We bring something better to the table – let's get out there and tell that story!"

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada, from the farm gate to the dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its more than 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. For more information, please visit www.cpma.ca.

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