

FOR IMMEDIATE RELEASE

CPMA's 2013 Trade Show on target to be the biggest one yet.

OTTAWA, ON, January 2013 - The Canadian Produce Marketing Association's (CPMA) Annual Convention & Trade Show will descend upon the Direct Energy Centre in Toronto, Ontario, Canada, April 17-19, 2013. This 88th edition of CPMA's keystone event is already 96% sold and with only 18 precious exhibits spaces still available, is on target to be its largest yet!

CPMA's Convention & Trade Show is produced in a cyclical fashion, visiting the same four cities – Montréal, Calgary, Toronto and Vancouver - across Canada every four years. Returning to Toronto this year with 500 exhibit spaces, the 2013 event will claim 25% more space than it did in 2009.

CPMA is committed to delivering quality exhibitors and attendees, bringing key buyers to the trade show floor while maintaining measured expansion of the show. Balanced growth is paramount so as to avoid producing an event that is too big and commercial and instead, values the intimate and friendly environment that they've managed to create on the trade show floor for exhibitors and attendees alike.

"We're always energized by the atmosphere when we bring the Convention and Trade Show to Toronto," says Bernadette Hamel CPMA's 2013 Convention Chair and Vice President, National Procurement, Produce, Metro Richelieu Inc. "And while we continue to grow, we are mindful of how important it is to keep the traditional feel and culture of this enduring event that allows buyers and sellers to relax, engage and build relationships that will continue to breed longstanding success for all involved."

An exceptional program has been developed to satisfy attendees from across the produce supply chain. Highlights include:

- The New Product Showcase where the most innovative products in the produce industry will be on display. Registration for this feature is now open.
- An expanded Retail Tour program which will take place on Wednesday – prior to the Trade Show opening. Tickets are available for purchase via the [CPMA Convention & Trade Show website](#) or on site, as available.
- The New Retail Produce Manager program designed to engage the produce industry at the consumer, retail level.

Although the 2013 Trade Show is almost **sold out**, there is still time to seize the opportunity to exhibit in Canada's largest produce event by contacting Natalia Kaliberda, Manager, Trade Show and Events at nkaliberda@cpma.ca or (+1) 613-226-4187 x223.

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing over 770 Canadian and International member companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. CPMA members represent all segments of the fresh produce industry. 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 members. For more information about CPMA, please visit www.cpma.ca.

-30-

For more information please contact:

Lianne Wand, Manager, Marketing & Communications
Canadian Produce Marketing Association
613-226-4187 ext. 225 / lwand@cpma.ca