



## **PRESS RELEASE**

### **CPMA to Host 2020 Virtual Learning Lounge Sessions**

May 11, 2020 (Ottawa, ON) – The CPMA Learning Lounge Sessions, typically hosted on the CPMA Trade Show floor, are going virtual this year. While staff are sheltering at home, or social distancing within their operations, CPMA will be offering weekly member webinars, each Wednesday from May 20 to June 10, to learn more about the latest in the fresh produce sector and what businesses can expect throughout the supply chain as the industry collectively moves forward.

Members can register using the respective links for each session below to add the events into their calendars.

#### **Food Safety – Recent Canadian Research and the SFCR – A Year On**

**Wednesday, May 20, 2020** (2:00 p.m. – 3:00 p.m. EST)

[Click here to register](#)

It's been a busy year for Canadian food safety, including those who are focused on research to make fresh produce even safer. The projected timing to release the first Canadian Food Safety Fund (CFSF) research couldn't be better as the industry continues their focus on regulatory alignment with the Safe Food for Canadians Regulations (SFCR). A senior CFIA representative, along with representatives from the universities executing the CFSF-funded research will provide information and answer questions on regulations and research driven towards an even safer Canadian produce supply.

#### **Retail and Foodservice – Coast-to-Coast-to-Coast**

**Wednesday, May 27, 2020** (2:00 p.m. – 3:00 p.m. EST)

[Click here to register](#)

Canada is a country of vast landmass and largely concentrated populations, but everyone must eat! Long supply chains, regional consumer preferences, harsh climates and so much more influence how food is delivered to consumers – either through retail or foodservice. To help industry understand the influencers that impact doing business in Canada, a panel of buyers will speak to their experiences from coast-to-coast-to-coast.

#### **Wholesale Panel – A Focus on Today with an Eye to the Future**

**Wednesday, June 3, 2020** (2:00 p.m. – 3:00 p.m. EST)

[Click here to register](#)

To remain relevant and service an ever-changing clientele, wholesalers need to focus on the right products at the right time, at the right price for their clients – all while keeping an eye on what is on the horizon that could impact how they service those clients. Wholesalers from across Canada will provide insight on this rapidly evolving part of the business and what it takes to be successful today and tomorrow.

**Innovation – Production, Packaging and Distribution**

**Wednesday, June 10, 2020 (2:00 p.m. – 3:00 p.m. EST)**

[Click here to register](#)

As the climate and consumer expectations shift, the industry is seeking and implementing new technologies and innovations to continuously adapt and evolve, while enhancing company and industry sustainability. A panel of experts will speak to advances in production practices, eliminating unnecessary packaging without impacting quality and freshness, and changes to how produce is packaged and prepared for sale to consumers.

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**For more information, please contact:**

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**About the Canadian Produce Marketing Association (CPMA):**

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.