



## PRESS RELEASE

### Registration for CPMA 2021 Fresh Week is now open and free

February 08, 2021 (Ottawa, ON) – [Registration](#) for CPMA 2021 **Fresh Week** is now open and free. Designed with the entire supply chain in mind, **Fresh Week** is Connections: Reimagined. The event will officially kick off on April 13 with a live keynote address from [Laurent Duvernay-Tardif](#). Throughout the week, attendees will be able to access the online platform and attend both live and on-demand sessions including speeches from industry leaders, critical discussions with top CEOs, business development opportunities, social and educational events across multiple streams.

“This year’s event focuses on bringing the fresh produce industry members together,” said Colin Chapdelaine, Chair of the 2021 CPMA Convention and Trade Show Organizing Committee. “We pivoted our in-person Trade Show to virtual to provide members of our industry with an opportunity to reconnect, be inspired and enhance their skills to grow their businesses. Our exciting program is designed to allow participants to pick and attend sessions that meet their specific needs.”

“CPMA’s annual Convention and Trade Show is Canada’s largest event that is entirely dedicated to the fresh fruit and vegetable industry. While **Fresh Week** is our first virtual show, the online platform offers numerous opportunities for industry members to reach a larger audience, expand their networks and seize unique opportunities,” said CPMA President Ron Lemaire.

To learn more about **Fresh Week** and register today, visit [www.convention.cpma.ca](http://www.convention.cpma.ca).

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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.