



PRESS RELEASE

CPMA announces the 2021 New Product Showcase Awards winners

April 15, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) today announced the 2021 New Product Showcase Awards winners at its 95th Convention and Trade Show, [Fresh Week](#). Each year, CPMA, through its New Product Showcase program, supports fresh produce industry members by introducing their new products to key industry professionals at its Convention and Trade Show.

“At CPMA we are committed to providing our industry members with tools and resources they need to grow their businesses and New Product Showcase is one of them,” said Ron Lemaire, CPMA President. “Our showcase has facilitated the introduction of countless products to the market by giving them valuable visibility before, during and after our Convention and Trade Show.”

The 2021 New Product Showcase featured 56 products from 42 companies and this year’s winners are:

Award category	Company	Name of product
Best New Product	The Star Group	New Inspired Salads
New Technology	UNITEC Canada Fruit and Vegetables Technology Inc.	Cherry Vision 3.0
Packaging Innovation	Mucci Farms	Naked Leaf Living Basil
Snackable Product	LOOP Mission	Probiotic sodas
Organic Product	EarthFresh	Organic Golden, Red & Russet Potatoes

CPMA would like to congratulate the 2021 New Product Showcase Awards winners and thank Canadian Grocer for sponsoring our NPS program. [Visit our website](#) to learn more about the products featured at this year’s show.

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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.