



PRESS RELEASE

CPMA successfully holds its first virtual Trade Show

April 19, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) held its 95th Convention and Trade Show, [Fresh Week](#), last week April 12-16, 2021. CPMA’s Trade Show is the largest fresh produce event in Canada. While this was CPMA’s first-ever virtual show, the event attracted attendance of almost 2900 attendees from 42 countries.

“One of the benefits of a virtual show is the opportunity to provide extensive education,” notes CPMA President, Ron Lemaire. “All of our speaker sessions were well attended and had high audience engagement.”

This year’s event highlighted the theme: Industry Connections, Reimagined. In addition to providing industry members with networking, business development, and educational opportunities, Fresh Week’s program featured industry leaders who shared their challenges navigating through the pandemic and strategies they adopted to sustain and thrive their businesses.

The show featured an Expo Hub which hosted 175 booths with 183 companies active in the fresh fruit and vegetable market.

During Fresh Week, the [2021 New Product Showcase Awards](#) recipients were announced and the [2021 CPMA Lifetime Achievement Award](#) was presented to John Anderson CEO of Oppy for his outstanding leadership. CPMA also carried on its tradition of supporting its community by raising funds for [Food Banks Canada](#). At the end of the show, CPMA exhibitors and attendees raised \$16, 604.75 surpassing the target goal of \$15 000.

CPMA thanks all sponsors, volunteers, exhibitors, and attendees for making this event possible and looks forward to welcoming everyone at its 96th Annual edition of CPMA’s Convention and Trade Show, April 5-7, 2022, in Montreal, Quebec. For more information about CPMA’s Annual Convention and Trade Show, please visit our [website](#).

-30-

For more information, please contact:

Micken Kokonya

Manager, Communications and Market Research, Canadian Produce Marketing Association

Telephone: 613-226-4187 x225 | Cell: 613-878-3312

Email: mkokonya@cpma.ca

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.