

PRESS RELEASE

Early bird pricing ends March 6 - Save on registration for Canada's largest produce event

March 2, 2026 (Ottawa, ON) – Early bird [registration for the 2026 CPMA Convention and Trade Show](#) (CPMA 2026) taking place **April 28-30, in Toronto, ends this week on Friday, March 6.**

CPMA's Annual Convention and Trade Show is Canada's largest event exclusively dedicated to the fresh fruits and vegetable industry. Each year, the show attracts international attendees from across the entire fresh produce supply chain.

Produce industry members are invited to take advantage of the reduced rates to register as full delegates and have access to:

- A sold-out trade show floor featuring **over 700 booths**
- An inspiring keynote session at the Delegates Breakfast featuring, [Jim Carroll](#), one of the world's leading futurists and experts on trends and innovation
- An exceptional education program such as Business Sessions and [Learning Lounge sessions](#) where experts will share insights on key issues impacting the produce sector
- [Social evenings and networking events](#) including the Chair's Welcome Reception, CPMA's After Party, Women in Produce and Young Professionals receptions, and the Annual Banquet

This year, CPMA is introducing several initiatives to enhance attendees' networking experience. These include longer show hours on opening day (April 29), food stations located right on the trade show floor and a dedicated networking feature in the event's mobile app to make it easier for attendees and exhibitors to connect.

Early bird full-delegate registrants also have a chance of winning a fabulous prize package, including access for two to Toronto's [Iconic CN Tower EdgeWalk](#), a \$250 food and beverage gift card, and a [Toronto CityPass](#) which grants admission for two to Toronto's top five must-see sights. The winner of this package will be picked randomly **after the early bird registration deadline.**

For more details about the event, visit the [CPMA convention website](#).

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For more information, please contact:

Micken Kokonya
Manager, Communications and Market Research
Canadian Produce Marketing Association
Cell: 613-769-8742
Email: mkokonya@cpma.ca

About the Canadian Produce Marketing Association (CPMA)

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that has been supporting a diverse membership made up of every segment of the fresh produce supply chain for 100 years. CPMA represents nearly 900 member companies responsible for 90% of the fresh fruits and vegetable sales in

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Canada and an industry that contributes over \$18 billion to Canada's GDP annually, supports over 187,400 jobs, and improves the health and productivity of Canadians.