



**FOR IMMEDIATE RELEASE**

**A Fine Send-off to Calgary:  
Canadian Produce Marketing Association attracts over 2,500 attendees to final Calgary show**

**(Ottawa, April 19, 2016)** The Canadian Produce Marketing Association's 91<sup>st</sup> Annual Convention & Trade Show in Calgary was a great success, with over 2,500 representatives from across the fresh fruit and vegetable supply chain in attendance. This was the CPMA's final trade show in Calgary, and attracted a vast new audience including local chefs, restaurateurs, and floral. There were representatives from 18 different countries in attendance, demonstrating the international flavour of the industry.

"The CPMA was proud to host such a successful show, and welcome more participants to our Calgary show than ever before," stated Ron Lemaire, President, CPMA. "With 431 exhibit spaces and over 231 companies represented, we were honoured to host a vibrant and diverse show filled with consistent traffic on the show floor. Our street team went out into restaurants around Calgary and brought chefs and restaurateurs to the show which was really refreshing. From the business sessions and learning lounges to social events, we were pleased to deliver a cutting edge business program combined with extensive learning and networking opportunities."

For those who were unable to attend the event, the CPMA has compiled several photo albums that frame the integrated value of the event as a whole. The albums include:

- [CPMA New Member's Reception](#)
- [Half Your Plate Hockey Game](#)
- [Chair's Welcome Reception](#)
- [Keynote Speakers and Presentations](#)
- [Trade Show](#)
- [After Party](#)
- [Awards Overview](#)
- [Final Banquet](#)

CPMA's overall program welcomes a diversity of delegates and exhibitors who are active within the Canadian fruit and vegetable marketplace, and offers a distinctive blend of business, networking, development and educational opportunities, while attracting a wide variety of attendees.

The CPMA's 92<sup>nd</sup> Annual Convention and Trade Show will take place in Toronto, Ontario from May 9-11, 2017. The theme for 2017 is We Are Produce and members of the industry are encouraged to learn more at: [www.weareproduce.com](http://www.weareproduce.com).

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