

PRESS RELEASE

Early bird registration deadline for CPMA 2024 is fast approaching

February 27, 2024 (Ottawa, ON) – Early bird registration for the 2024 CPMA Convention and Trade Show (CPMA 2024 Fresh Week) taking place **April 23-25**, in Vancouver, **closes on Friday, March 1st**.

Industry members are encouraged to take advantage of the reduced rate to register as full delegates and **save up to \$325 per person**.

Full delegates have access to:

- The trade show floor with over 600 booths representing more than 270 companies.
- Keynote session featuring, [Cassie Campbell-Pascal](#), one of the greatest hockey players in Canadian history.
- All Business Sessions and Delegate Lunch featuring a [panel of international retailers and foodservice buyers](#).
- All [Learning Lounge sessions](#) where experts will share insights on important topics impacting the produce industry.
- [Social evenings and networking events](#) such as the Chair's Welcome Reception, CPMA's After Party, Women in Produce and Young Professionals receptions, and the Annual Banquet.

CPMA's Annual Convention and Trade Show is Canada's largest event entirely dedicated to the fresh fruits and vegetable industry. Each year, the show attracts international participants representing the entire fresh produce supply chain including, growers, shippers, packers, importers/exporters, brokers, wholesalers, retailers, distributors, fresh cuts and foodservice operators, and more.

Online registration will remain open after the **March 1 early bird registration deadline**. More information about the event is available on the [CPMA convention website](#).

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For more information, please contact:

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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.