



PRESS RELEASE

2024 CPMA Convention and Trade Show event summary

April 29, 2024 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) Annual Convention and Trade Show held last week in Vancouver was a resounding success attracting **OVER 4000** participants.

630 exhibit booths representing over **300** companies accounted for **63,800** square feet of booth space on the Trade Show floor. Among those were **148** international exhibitors from **12** countries, **161** Canadian exhibitors, and **78** exhibitors who were new CPMA members. The leftover produce which filled five trucks was donated to the Greater Vancouver Food Bank. The [2024 New Product Showcase](#) included **60** products from **36** different companies.

“CPMA’s Annual Convention and Trade Show is the premier event for the fresh fruits and vegetable industry in Canada,” said Ron Lemaire, CPMA President. “The event offers unique opportunities for companies in our sector to make valuable connections. Each year, the event continues to grow attracting a big turnout of participants from across the globe. This year’s edition was another success as the attendance exceeded the size of all past shows in Vancouver.”

CPMA congratulates the winners of this year’s awards. The following individuals and companies earned honours at this year’s event:

- Fresh Health Award – [City Wide Produce](#)
- Young Professional Award – Jessica Levac, Bellmont Powell
- CPMA Lifetime Achievement Award – Murray Driediger, [BC Fresh Vegetables Inc. \(BCfresh\)](#)
- The Packer’s Produce Person of the Year Award – David Karwacki, former CEO of [The Star Group](#)

Best Booth Awards

- Best Island Booth Award – [Mastronardi Produce](#), booth 1130
- Best Inline Booth Award – [Sollum Technologies](#), booth 751
- Best First-Time Exhibitor Booth Award – [Quik’s Farm](#), booth 1223

New Product Showcase Awards

- Best New Product Award – Steamed fresh vegetables by [EarthFresh](#)
- Best Snackable Product Award – Snack Packs by [Taylor Farms](#)
- Packaging Innovation Award – [Mucci Farms](#)
- Organics Award – Eco Paper by [Windset Farms](#)

Here’s a sneak peek at some of [CPMA 2024 highlights](#).

Following a successful Annual Convention and Trade Show, CPMA, in partnership with the International Federation for Produce Standards and the Global Coalition of Fresh Produce, hosted the [International Sustainability Summit](#) in Vancouver. The event attracted **100 participants from 7 countries**.



CPMA thanks [all sponsors](#), volunteers, [exhibitors](#), and attendees for making both events possible and looks forward to welcoming everyone **April 8-10, 2025, in Montreal, Quebec, to celebrate its 100th anniversary.**

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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.