



PRESS RELEASE

Registration for the 2025 CPMA Annual Convention and Trade Show is now open

January 13, 2025 (Ottawa, ON) – Online registration for the **2025 CPMA Annual Convention and Trade Show (CPMA 2025 Fresh Week)** which will be held in **Montreal, Quebec**, is open.

The Canadian Produce Marketing Association's (CPMA) Annual Trade Show is Canada's largest event dedicated to the fresh fruits and vegetable industry. This year's show marks CPMA's 100th anniversary and will take place **April 8-10** at the **Palais des Congrès**, featuring **690 booths** representing more than **300 companies** from around the world including, major growers, importers and exporters, and more.

Attendees who register as full delegates have access to activities that offer unique opportunities to enrich their industry knowledge and grow their business in Canada. These include the trade show floor, business sessions, and social events such as the Chair's Welcome Reception, CPMA's After Party, Awards Brunch, the Delegate Breakfast, and the Annual Banquet.

On Tuesday, April 8th, CPMA will host a **Sustainability Session at the Westin hotel**. This is an industry-led, hands-on half-day workshop designed to equip those responsible for sustainability in their firms with the knowledge, connections, and insights necessary to develop and execute their sustainability reporting strategy. Following the Annual Convention and Trade Show, the **Women In Produce Summit** will take place Friday, April 11, at the Westin hotel. This half-day event will feature keynote speaker Marcy Grossman, who will set the stage for interactive discussions the power of diplomacy and leadership.

"We are looking forward to reconnecting with industry members once again in Montreal," says Ron Lemaire, CPMA President. "This year's event will be even more special as we will not only provide members with exceptional education, networking, and business development opportunities but also celebrate the organization's 100 years of supporting the growth of the produce industry."

Industry members can register as full delegates for CPMA 2025 and benefit from **early bird registration rates until February 21st**.

To register and reserve accommodation for these events, visit the CPMA [Convention website](#).

For more information, please contact:

Candace Knights

Manager, Communications and Market Research, Canadian Produce Marketing Association

Telephone: 613-878-3312

Email: cknights@cpma.ca

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (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.