



**April 23-25, 2024**  
**Vancouver, BC**

## 2024 POST-SHOW REPORT

The 2024 CPMA Convention and Trade Show (CPMA 2024) was a resounding success attracting more than **4000 attendees**. 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.

CPMA thanks all sponsors, volunteers, exhibitors and attendees for making this event possible and we look forward to welcoming everyone to **Montreal, Quebec, April 8-10, 2025**.



*Ron Lemaire, Senator Rob Black, Tom Rosser, MP Scot Davidson, Brian Faulkner, Colin Chapdelaine, MP Kodi Blois, MP Lianne Rood, MP Alistair MacGregor, and MP Dave EPP*





## CPMA EXHIBITORS GIVE BACK TO THE COMMUNITY

CPMA 2024 exhibitors donated **42,223 lbs** of leftover produce to the Greater Vancouver Food Bank.



## PASSION FOR PRODUCE

The Passion for Produce program, celebrating its 14-year anniversary, provides rising stars within the produce industry the opportunity to expand their knowledge of the supply chain through mentorship and participation in various events.

This is a once-in-a-lifetime opportunity for these individuals to learn about the produce industry in an interactive setting.



## RECEPTIONS AND SOCIAL EVENTS

The Social Evenings at CPMA 2024 were a hit. To wrap up our Vancouver show, attendees were treated to some great food, wine and amazing entertainment at the Annual Banquet.





## AWARDS

Congratulations to the winners;

- CPMA Lifetime Achievement Award – **Murray Driediger**, BCfresh
- The Packer's Produce Person of the Year Award – **David Karwacki**, former CEO of The Star Group
- Young Professional Award – **Jessica Levac**, Bellemont Powell
- Fresh Health Award – **City Wide Produce**



*Murray Driediger*



*David Karwacki*



*Jessica Levac*



*City Wide Produce*

## Best Booth Awards

- Best Island Booth Award – **Mastronardi Produce**
- Best Inline Booth Award – **Sollum Technologies**
- Best First-Time Exhibitor Booth Award – **Quik's Farm**

## 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**

## CPMA 2024 BY THE NUMBERS

- **638** exhibit spaces on the trade show floor
- **148** international exhibitors on the Trade Show floor
- Over **300** companies from **12 countries** including Canada
- More than **1300** unique companies represented at the event
- **78** exhibitors were new CPMA members
- **60** products from **36 companies** participated in the New Product Showcase



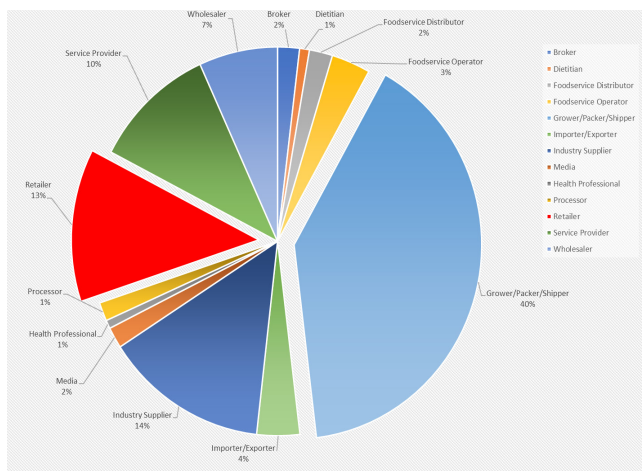
# A SELECTION OF RETAILERS/FOODSERVICE IN ATTENDANCE

2000 SUPERMARKET  
 7-Eleven Canada Inc.  
 88 Supermarket  
 Assi Market  
 Banana grove market & deli inc.  
 BC Chefs Association  
 Berrymobile Fruit Distribution Inc.  
 Best Season Produce  
 Blind Bay Village Grocer  
 Boulevard Restaurant  
 Cactus Club Café  
 Cafe De Gourmet  
 Calgary Co-op  
 Choices Markets-Buy Low  
 Foods-PFG  
 Chong Lee Market  
 Chop Steakhouse  
 City Avenue Market  
 CLS Catering Services Ltd  
 Consumer Fine Foods  
 Coppersmith Farm Market  
 Costco Wholesale - USA  
 Costco Wholesale Canada  
 Country Boys Produce  
 Country Grocer  
 Creekside Market  
 Crescent Multi Foods  
 Daily Fresh  
 Day to day express (delta)  
 DeMilles Farm Market  
 Dominion Citrus  
 Earls Restaurants  
 Elevation Foods  
 Empire/Sobeys  
 Evergreen Herbs Ltd.  
 Fairway markets

Famous Foods  
 Federated Cooperatives Limited  
 Fine Choice Foods  
 Foda International Trading Ltd.  
 Fresh Impressions Catering Inc  
 Fresh Makers  
 Fresh Prep Foods  
 Fresh Start Foods  
 Freshnote Market  
 Freshpoint Freshcuts  
 Freshpoint Vancouver  
 Freshslice Pizza  
 Fruit Cart  
 Georgia Main Food Group  
 Giant Tiger Stores Ltd.  
 GMFG  
 Gordon Food Service Canada  
 Green Leaf Farm Market  
 Grocery Outlet  
 GrubMarket  
 HMart  
 Indian frootland  
 Italian Produce  
 JOEY Restaurants Group  
 Kin's Farm Market  
 Kouros Super Market  
 La Taqueria  
 Lee & Maria's Market  
 Little Bird Dim Sum  
 Loblaw Companies  
 Longo Bros. Fruit Markets Inc.  
 Los Guerreros Latin Foods  
 Lucky Supermarket  
 Markon Cooperative Inc.  
 Meridian Farm Market

Metro Richelieu Inc.  
 Mr Mikes Restaurants  
 Natures Fare Markets  
 New Empire Supermarket  
 New Pacific Supermarket  
 Northland Properties  
 Nu Leaf Market  
 Old country market  
 One People Organics  
 Otter Co-op  
 Pattison Food Group  
 Paynters Fruit Market  
 Pinnacle Harbourfront Hotel  
 Price Smart Foods  
 Produce Express  
 Produce Marketplace  
 Providence Health Care  
 Quality Foods  
 Rabba Fine Foods  
 Red Carrots Farm Market  
 Safeway  
 Save-On-Foods  
 Shanghai Wonderful Restaurant  
 Sheraton Wall Centre Hotel  
 SkipTheDishes  
 Sobeys  
 Sodexo  
 Sprouts Farmers Market  
 Steamworks  
 Stong's Market  
 Sunfarm produce  
 Sungiven Foods Canada  
 Sunrise Markets  
 Sunset Farms  
 T&T Supermarket Inc.  
 Teng's Market

## ATTENDEES BY TYPE





# #CPMA2024 ON SOCIAL MEDIA

## Total volume across all searches

Benchmarked for Apr 1, 2024 - Apr 30, 2024 (UTC) against data from the Mar 2, 2024 - Mar 31, 2024 (UTC)

Total mentions	Total reach
669 <span>↗ 56%</span> Previous period: 428	1M <span>↗ 153%</span> Previous period: 408K
Total impressions	Unique authors
2.1M <span>↗ 106%</span> Previous period: 996K	269 <span>↗ 68%</span> Previous period: 160



● Hashtags ● Locations ● Organizations ● People ● Keywords ● Phrases

You reposted  
**Produce Market Guide** @producemom - 20h  
 Seen and heard at CPMA 2024 — Part 4. Booth visits at the Canadian Produce Marketing Association Conference and Trade Show, April 23-25. Included space-themed giveaways, large crops, new products and sustainable packaging.  
[loom.ly/dAnSik](#)



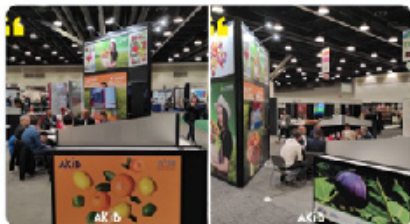
**The ONLY Banana** @equifruit - Apr 25  
 Big ups to our Director of Sales & Marketing, Kim Checkal, for scoring the Outstanding Women Award in produce! 🍌 Your hustle and leadership are next level! #CPMA2024  
 @CPMA\_ACDFL @producenews @theproducepod @theproducemoms @FreshPlaza.com



**Grog Ogilva** - 1d  
 Fresh & Healthy Foods | Sales Strategy & Execution | Impact & Innovation | MBA, C...  
 Last week, the buzz of the tradeshow floor and all the events & activities made for an unforgettable CPMA Fresh Week. Now that the dust has settled, here are some of my highlights from Vancouver. ...see more



**AKDENİZ YAŞ MEYVE SEBZE İRACATÇILARI BİRLİĞİ** @akdenizbirlik - Apr 25  
 23-25 Nisan tarihlerinde gerçekleşen #CPMA Yağ Mayve Sebze Kongresi ve Ticaret Fuarı'nda temsilci. Ülkemizin Ottawa Büyükelçisi Esra Demir ve Ottawa Ticaret Başvurgunu Mehmet Hakan Akgün ce serdarımızı ziyaret etti.  
 #AKBYMS #YağMeyveSebze #FerahGörüş #CPMA



**MEXICO** Consulate General of Mexico in Vancouver  
 779 followers  
 1d · Edited · 🌐  
 A huge thank you to all the exhibitors and partners of the Fresh from Mexico pavilion for your incredible collaborative efforts throughout the duration of this year's Canadian Produce Marketing Association (CPMA) Trade Show. ...see more



**CPMA ACDFL** Canadian Produce Marketing Association (CPMA)  
 7,289 followers  
 1w · Edited · 🌐  
 Congratulations to the 2024 New Product Showcase Awards winners:  
 🏆 Best New Product- Steamed fresh vegetables by **EarthFresh Farms**, booth 315  
 🏆 Best Snackable Product- Snack Packs by **Taylor Farms**, booth 845  
 🏆 Best Organic Product- Eco Paper by **Windset Farms**, booth 231  
 🏆 Packaging Innovation – **Mucci Farms**, booth 531



# HALF YOUR PLATE SYMPOSIUM FOR HEALTH PROFESSIONALS

The *Half Your Plate* Symposium for Health Professionals brought together **60 attendees** at our 2024 CPMA Convention and Trade Show.



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