



100<sup>TH</sup> ANNIVERSARY

# FRESHWEEK

APRIL 8-10, 2025  
MONTREAL, QC



CPMA CONVENTION  
+TRADE SHOW  
MONTREAL 2025

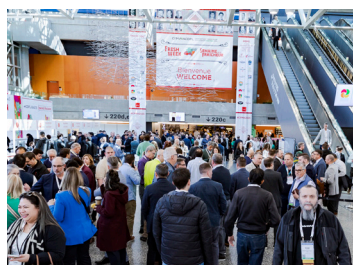
## 2025 POST-SHOW REPORT

The 2025 CPMA Convention and Trade Show (CPMA 2025) was a resounding success attracting more than **4,300 attendees**. Over **325 companies** accounted for **68,800** square feet of booth space on the Trade Show floor. Among those were **138 international** exhibitor companies from **8 countries**, **190** Canadian exhibitors, and **37** 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 **Toronto, Ontario, April 28-30, 2026**.



*2024 Produce Champion Lianne Rood, Tina Lee, Ambassador Manuel Talavera, George Pitsikoulis, Yan Branco, Stephan Schmekel, Ron Lemaire*







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## CPMA EXHIBITORS GIVE BACK TO THE COMMUNITY

CPMA 2025 exhibitors donated **46,808 lbs** of leftover produce to the Moisson Montreal Food Bank.



## PASSION FOR PRODUCE

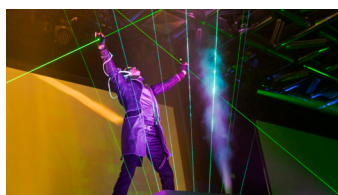
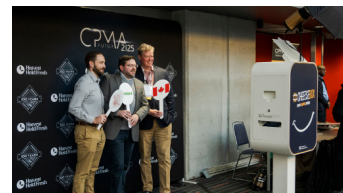
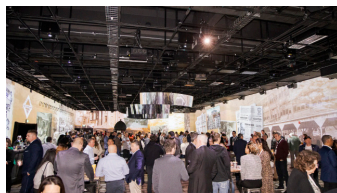
The Passion for Produce program, celebrating its 15-year anniversary, provides rising stars within the produce industry the opportunity to expand their knowledge of the supply chain through mentorship and participation in various events.

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 2025 were a hit. To wrap up our Montreal show, attendees were treated to some great food, wine and amazing entertainment at the Annual Banquet.



## INTERNATIONAL RECEPTION

The International Reception brought international delegates and industry members together for an engaging networking event.





## AWARDS

Congratulations to the winners:

- CPMA Lifetime Achievement Award – **Les Mallard**, Fyffes
- The Packer's Produce Person of the Year Award – **George Pitsikoulis**, Canadawide Fruits
- Young Professional Award – **Amanda Sharman**, Del Fresco Produce
- Fresh Health Award – **Rollo Bay Holdings**



*Les Mallard*



*George Pitsikoulis*



*Amanda Sharman*



*Rollo Bay Holdings*

## Best Booth Awards

- Best Island Booth Award – **Mucci Farms**
- Best Inline Booth Award – **Ponderosa Mushrooms**
- Best First-Time Exhibitor Booth Award – **Mitchell Lincoln**

## New Product Showcase Awards

- Best New Product Award – Sizzlin' Hot Stuffed Mushrooms by **Highline Mushrooms**
- Best Snackable Product Award – Fresh Foods Carrot Shakers by **Bolthouse Fresh**
- Packaging Innovation Award – Backyard Farms® Green Leaf Lettuce by **Mastronardi Produce**
- Organics Award – Organic Sun Drops Grape Tomatoes by **Mucci Farms**

## CPMA 2025 BY THE NUMBERS

- **688** exhibit spaces on the trade show floor
- **138** international exhibitors on the Trade Show floor
- Over **325** companies from **9 countries** including Canada
- More than **1,285** unique companies represented at the event
- **37** exhibitors were new CPMA members
- **70** products from **49 companies** participated in the New Product Showcase





**we  
are  
bananas  
for CPMA**



**Thank you to all of our Canadian customers  
who have supported us over the years!**



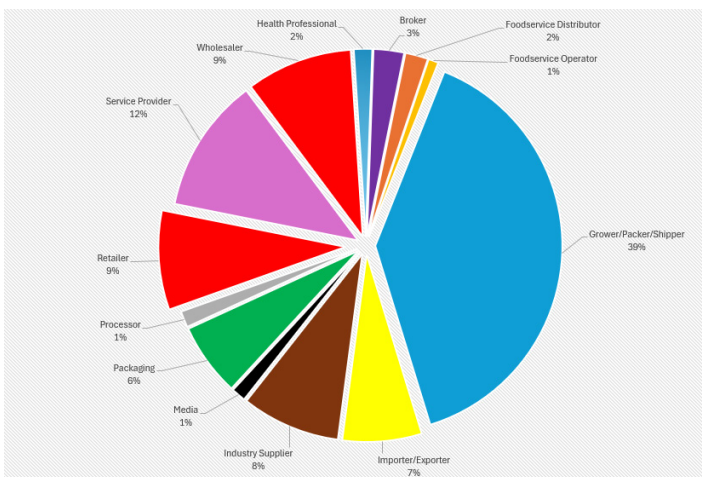


## A SELECTION OF RETAILERS/FOODSERVICE IN ATTENDANCE

Atlantic Grocery Distributors Ltd.  
A&W Food Services of Canada Inc.  
Benny D'Angelo  
Colemans Food Centre  
Costco Wholesale Canada  
Country Grocer  
Crescent Multi-Foods  
Euro Marché  
Federated Co-operatives Limited  
Freshline Foods  
Fruiterie Monkland  
Ganadara  
Giant Tiger Stores Ltd.  
Gordon Food Service Canada  
Groupe St-Hubert Inc.  
Hector Larivée  
HelloFresh  
IGA  
King Tomato  
Larrys  
L'Autre Choix  
Les Pères Nature  
Loblaw Companies  
Longo Bros. Fruit Markets Inc.  
LOOP Mission  
Lucky Moose Food Mart

Marché Adonis  
Marché Tradition Barcelo inc.  
Marcher Aliment  
Markon Cooperative  
Maxi  
Mayrand l'entrepot  
McDonalds Canada  
Metro Inc.  
PA Supermarche  
Pattison Food Group  
Potager  
Provigo  
Racines en Sac  
Save-On-Foods Limited Partnership  
Service Alimentaire Gordon  
Sobeys Inc.  
SUPER C  
Super marcher  
T&T Supermarket Inc.  
The North West Company  
Tim Hortons  
Top Gun Chinese Restaurant  
Top Wok Dim Sum Express  
Trader Joe's  
Walmart Canada Corp  
Whole Foods Market

## ATTENDEES BY TYPE



## ATTENDEES BY COUNTRY

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- Chile
- Colombia
- Ecuador
- Egypt
- Greece
- Italy
- Mexico
- Morocco
- New Zealand
- Peru
- Poland
- South Africa
- Spain
- Thailand
- The Netherlands
- Turkey
- United Kingdom
- United States



## #CPMA2025 ON SOCIAL MEDIA

Total volume

Benchmarked for Apr 1, 2025 - Apr 30, 2025 (UTC) against data from the Mar 2, 2025 - Mar 31, 2025 (UTC)

Total mentions

Total reach

Previous period: 59

Previous period: **32K**

Total impressions

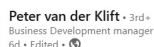
Unique authors

Previous period: 79K

Previous period: **34**



### ● Phrases

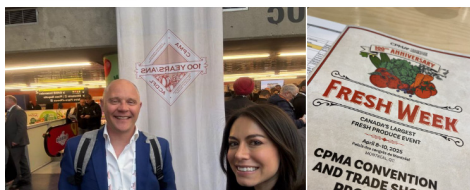


2nd day at the [Canadian Produce Marketing Association \(CPMA\)](#) in [#Montreal](#).  
Yesterday we connected with many people from Canada, USA, Mexico, Colombia,  
Türkiye and even The Netherlands.

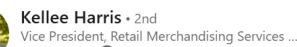
Beautiful companies with a fresh look at what the future might be bringing. With the current global climate companies seem to be looking at alternatives outside their regular trades.

Together with [Paola Olaya Osorio](#) we are here to listen to the people and learn what the current challenges are and how we can help them for their logistics needs in Europe.

LBP ROTTERDAM B.V.



🇵🇪🇨🇦 El 9 de abril, la Embajada del Perú en Canadá participó en la inauguración de la feria #CPMA2025 en Montreal, uno de los eventos más importantes del sector de frutas y verduras frescas en América del Norte. 🍆🥑🍅 (1/2)

[Translate post](#)

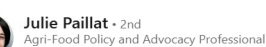
We were cookin' at the [#PassionForProduce](#) chef competition (and mixology session) at the 2025 Expo. Love sponsoring this annual contest with the best and brightest of our coming fresh produce stars! They are all winners even if my team didn't walk away with the prize winning spoons! Next year! Thanks and congrats to my colleague [Alex Giumarra](#) for his new appointment to the CPMA Board.



Montréal, you were magic!

We brought the mushroom party to [#CPMA2025](#)—and left with the Best New Product Award for our Sizzlin' Hot Stuffed Mushrooms!

We're proud to be pushing the category forward with bold ideas and shelf-ready solutions that excite shoppers.



Big congrats to the celebrating 100 years, in Montreal! Enjoyed so many great speakers and chance to make connections and strengthen relationships, with delegates coming from across North America! #CPMA2025



That's a wrap! Thank you for always putting on a great show and to our partners for their continued support!

Happy to have been back in our hometown of Montreal

[#CPMA](#) [#Montreal](#) [#Canada](#) [#Sungrape](#)



## HALF YOUR PLATE SYMPOSIUM FOR HEALTH PROFESSIONALS

The *Half Your Plate* Symposium for Health Professionals brought together **60 attendees** at our 2025 CPMA Convention and Trade Show.



CPMA thanks all sponsors, volunteers, exhibitors and attendees for making this event possible. We look forward to welcoming everyone to **Toronto, Ontario, April 28- 30, 2026.**

## 2025 POST-SHOW REPORT



CERTIFIED ORGANIC



GREENHOUSE  
GROWN

# Sun Drops™

SWEET GRAPE TOMATOES

BEST ORGANIC  
PRODUCT 2025  
CPMA

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