

# We are PRODUCE

94<sup>th</sup> ANNUAL CPMA CONVENTION & TRADE SHOW  
APRIL 2-4, 2019

PALAIS DES CONGRÈS DE MONTRÉAL, MONTRÉAL QC

## 2019 POST-SHOW REPORT

The 2019 CPMA Convention and Trade Show was a resounding success, exceeding the size of all past shows in Montreal. Exhibitors representing over 300 companies accounted for 53,500 square feet of booth space on the Trade Show floor. Among those were 143 international exhibitors, 132 Canadian exhibitors (including 30 exhibitors from Quebec), and 39 first-time exhibitors.

CPMA thanks all sponsors, volunteers, exhibitors and attendees for making this event possible and we look forward to welcoming everyone to Toronto, ON from May 12<sup>th</sup> to 14<sup>th</sup>, 2020, to taste *The Flavours of the World*.





## CPMA Exhibitors Give back to the Community

CPMA was extremely proud to donate 55,064 lbs of produce to Moisson Montreal food bank. This incredible charity serves 257 community organizations on a regular basis on the island of Montreal.



## Companion Program helps out



The companion program worked with Teddy Bear Workshop to make 40 stuffed bears to donate to Montreal Children's Hospital. Each bear included a Freggie T-shirt and the companions were thrilled to be giving back to the community. The bears were given to the Emergency Department to help comfort children under going difficult procedures.



## Passion for Produce

The Passion for Produce program, celebrating its 10 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



## Social Events



From a stunning view of the provinces from Quebec to the East Coast, to a DJ face off for the ultimate silent disco, the Social Evenings at #CPMA2019 were a hit. We ended the show by traveling “Back to the Future” and a concert by Canadian sensation Walk Off the Earth.



## Freggie Children's Program



**Awards** CPMA would like to congratulate the winners of this year's awards:

CPMA Lifetime Achievement Award – Bernadette Hamel formerly of Metro Richelieu Inc.

The Packer's Produce Person of the Year Award – Les Mallard of Fyffes North America Inc.

Mary Fitzgerald Award – Ryan Goad of Loblaw Companies

CPMA Corporate Culture Award – Canadawide Fruit Wholesalers Inc.

Fresh Health Award – EarthFresh

Best Island Booth Award – EarthFresh

Best Inline Booth Award – Fresherized Foods (Wholly Guacamole)

Best First-Time Exhibitor Booth – Greenhouse

Best New Product Award – Caulilini® Sweet Stem® Cauliflower by Mann Packing Co. Inc.

Freggie Approved Product Award – CuteCumber™ Poppers by Mucci Farms

Packaging Innovation Award – "Zip Pop" Dual compartment Steam bag by Schur Star Systems Inc.

Organics Award – SUNSET® Organic Angel Sweet® by Mastronardi Produce Ltd.

# CPMA 2019 BY THE NUMBERS

**535** exhibit spaces on the trade show floor

**143** international exhibitors on the Trade Show floor at CPMA 2019 in Montreal

**3400** Trade show visitors and exhibitors from 27 countries

More than **1100** unique companies represented at the event

**39** new CPMA members exhibiting for the first time

**54** products from **39** companies participated in the New Product Showcase

## A SELECTION OF RETAILERS/FOODSERVICE IN ATTENDANCE

Avril Supermarché Santé  
Chan's Farm Market Limited.

Colemans Food Centres  
Costco Wholesale Canada

Country Grocer

CWS Belle France Inc

Distribution alimentaire Aubut

Épicerie Soares et Fils

Farm Boy

FCL

Federated Cooperatives Limited

FRUITERIE ANKA

Georgia Main

Giant Tiger Stores Ltd.

goodfood2u

Grocery Outlet

Groupe Adonis Inc.

IGA

Italian Produce Co. LTD

J.G. Fruits & Legumes

KIM PHAT

La Guilde Culinaire

Loblaw Companies

Longo Bros. Fruit Markets Inc.

Marché Adonis

Marché Super C

Metro Inc.

Metro Ontario Inc.

Métro Richelieu Inc.

Nature's Emporium

Njaim Mid-East Food Centre

Provigo

Retail Council of Canada

Safeway Fresh Foods

Sanwa Food Group

Save-On Foods

Sial Canada

Sobeys Quebec

Southern Produce

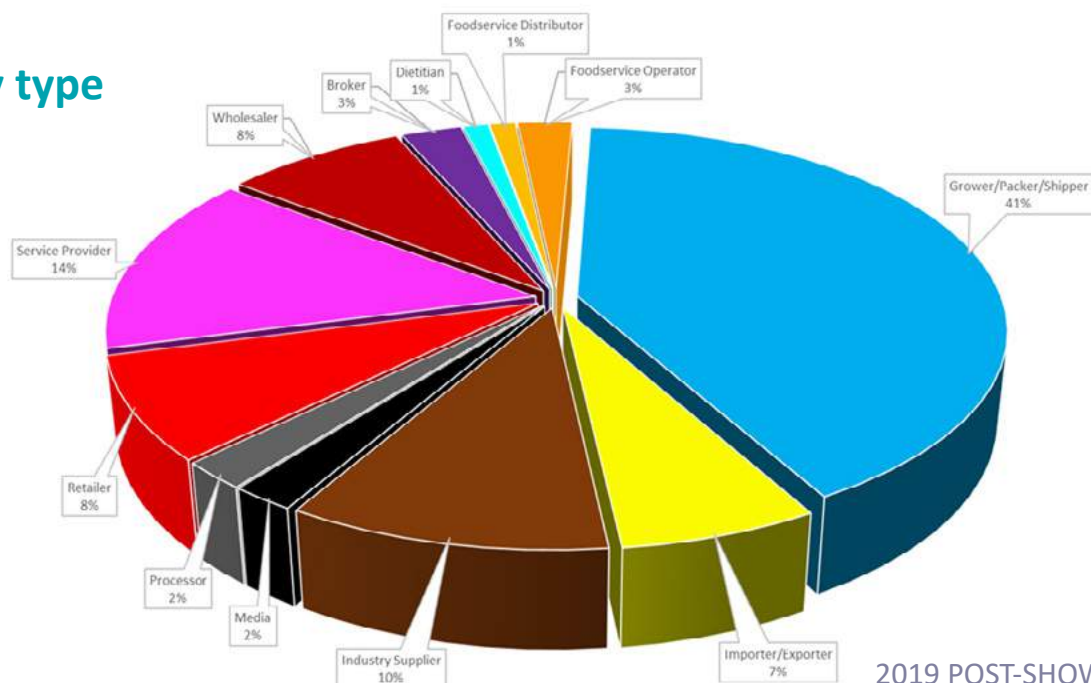
Supermarché marquis repentigny

The North West Company

Walmart Canada Corporation

Wegmans Food Markets

## Attendees by type



# #CPMA2019 on Social Media

Your Tweets earned 33.8K impressions over this 8 day period

## TWEET HIGHLIGHTS

**Top Tweet** earned 2,431 impressions

What an honour to have minister @mclaudebibeau help us open the #CPMA2019 trade show! pic.twitter.com/vyL2XxnT18



5 ❤️

View Tweet activity

View all Tweet activity

**Top mention** earned 177 engagements



**EarthFresh**

@EarthFreshFarms · Apr 4

We are honoured to receive the "Best Island Booth" and "Fresh Health Award" at the #CPMA2019

Thank you to @CPMA\_ACDFL and our #EarthFresh team! pic.twitter.com/6PKJxoEd4V



## APR 2019 SUMMARY

Tweets	109	Tweet impressions	50.2K
Profile visits	3,040	Mentions	194
New followers	46		

**Top media Tweet** earned 2,255 impressions

We are extremely proud to announce that we donated a total of 55,064 lbs of produce to the @moissonMTL food bank at the conclusion of #CPMA2019. Thank you to all exhibitors who donated and supported families in need! @JustKingsley pic.twitter.com/kbQV7rDe9o



DelFrescoPure® @DelFrescoPure · 3 hours ago

Thank you for the feature @AndNowUKnow 🌱 If you want to learn more about our LivingCube™ be sure to click on the link! See you at @CPMA\_ACDFL Booth 2203 bit.ly/2HYbX7b



BC Tree Fruits @bctreefruits · 4 hours ago

Headed to the @CPMA\_ACDFL Convention in Montréal? See you next week! Booth 1209 #LookForOurLeaf



224 Instagram posts using the hashtag #CPMA2019

Thomas Fresh @thomasfresh · 2 hours ago

We are honoured to be a Gold Sponsor for both the Women in Produce Reception and Passion for Produce Speed Mentoring during the @CPMA\_ACDFL Montreal Convention.

#GoldSponsors #CPMASponsor # CPMA2019



SnoBoy Produce @SnoBoyProduce · 43 mins ago

We are one week away from the CPMA in Montreal, Quebec. Come visit us at booth #1011. #snooyproduce #since1925 #cpma2019 #trade-show #montreal #freshnessguaranteed #CPMA\_ACDFL



innovecorp @innovecorp · 3 hours ago

Our regional manager Paul Richards will be speaking on an innovation panel at the 2019 CPMA Convention and Trade Show. We're excited to be supporting @CPMA\_ACDFL on their path to advancing innovations in the produce industry! #CPMA2019 #Innovation



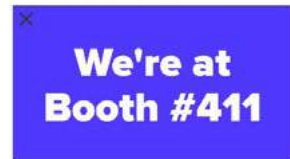
Cascades @cascades0 · 12 hours ago

Cascades will exhibit at #CPMA2019, Palais des congrès de Montréal on April 3 and 4, 2019. Meet our team at booth #223, and turn the wheel of fortune to win prizes! #convention.cpma.ca #sustainablepackaging



Produce Blue Book @ProduceBlueBook · 3 mins ago

See you next week at #CPMA2019!



AccuLabel Inc. @AccuLabel · 3 hours ago

CPMA 2019 is heading to Montreal, Quebec and we'll be there! Come by our booth #1423 to say hi, ask us about our traceability solutions and why we're leading the industry in fruit labelling technology! #CPMA2019



Willson International @willsoninc · 18 hours ago

See you at #CPMA2019 Booth 211.



Always Be Fresh @abefresh · 2 hours ago

SEE YOU @CPMA\_ACDFL #FruitsFromChile



LAND FRUIT @landfruit · 3 hours ago



Produce Marketing Association @ProduceMA · 3 hours ago



Poncossecha @poncossecha · 3 hours ago



Vileland Research @vilelandresearch · 2 hours ago



Willson International @willsoninc · 18 hours ago

