

CPMA FRESH WEEK – All times are Eastern Daylight Time (EDT)

	MONDAY April 12	TUESDAY April 13	WEDNESDAY April 14	THURSDAY April 15	FRIDAY April 16
Morning LIVE 10:00 a.m. EDT	Site Open New Product Showcase Preview		Daily Kick Starter	Daily Kick Starter	Daily Kick Starter
Behind the Scenes Tours 10:30 a.m. – 11:00 a.m. EDT			Retail and Industry Tours	Retail and Industry Tours	Retail and Industry Tours
Retail Speed Meetings 11:00 a.m. – 1:00 p.m. EDT			Retail Speed Meetings by appointment only	Retail Speed Meetings by appointment only	Retail Speed Meetings by appointment only
LIVE Leadership Sessions 12:00 p.m. – 12:45 p.m. EDT			CEO spotlight fireside chat Retail Leadership Roundtable	CEO spotlight fireside chat Sustainability Leadership Roundtable	CEO spotlight fireside chat Industry Leadership Roundtable
Industry Networking Meetings 12:45 p.m. – 3:00 p.m. EDT			Expo Hub (Powered by Swapcard)	Expo Hub (Powered by Swapcard)	Expo Hub (Powered by Swapcard)
LIVE Keynote Sessions 1:00 p.m. – 2:00 p.m. EDT		Keynote Kick-off and Launch of Consumer Insights Poll (1:00 p.m. - 2:00 p.m. EDT)	Townhall Discussion The Future of Foodservice	Townhall Discussion Increasing your online sales	Fresh Week Wrap-up CPMA Awards Celebration and Consumer Insights with David Coletto
Industry Education 2:00 p.m. - 2:45 p.m. EDT (concurrent sessions) CPMA members Only		Learning Lounges Category spotlight Food Safety Regulatory Issues Your business: topics of impact	Learning Lounges Category spotlight Food Safety Regulatory Issues Your business: topics of impact	Learning Lounges Category spotlight Food Safety Regulatory Issues Your business: topics of impact	
Retail Speed Meetings 3:00 p.m. – 6:00 p.m. EDT		Retail Speed Meetings by appointment only	Retail Speed Meetings by appointment only	Retail Speed Meetings by appointment only	
Networking Activity 3:00 p.m. – 4:00 p.m. EDT			Young Professionals Reception		
Daily Re-Cap 5:00 p.m. EDT		Daily Re-Cap	Daily Re-Cap	Daily Re-Cap	
Social activities 7:00 p.m. – 8:00 p.m. EDT	Women in Produce Happy Hour	Fresh Fun! Online game night	CHOIR! CHOIR! CHOIR! Social hour		