



Canadian Produce Marketing Association (CPMA) Show

Montreal, Canada
April 8-10, 2025

Canada produces a significant amount of food domestically, but there are gaps in production due to seasonal limitations and geographic constraints. The extreme low temperatures in Canada restrict its ability to produce certain commodities year-round, particularly fresh fruits and vegetables. Importing these products allows Canadian's access to a wider variety of fresh produce that can meet consumer demand throughout the year. Consequently, the U.S. serves as a significant supplier of fresh produce to Canada, and many products grown in the Southern U.S. are in high demand in Canada.

The Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. The CPMA Show is Canada's largest event dedicated to the fruit and vegetable industry.

Participation Fee: \$750 Early Bird Special: \$550 (if you register and pay before November 8, 2024)

Fee Includes:

- 10' x 10' booth and standard furniture package
- Market briefing & tour
- SUSTA will reimburse the Canadian Produce Marketing Association membership fee
- Includes reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline: January 8, 2025 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Natural/Health, Nutraceutical, Organic, Produce, Retail Products

Product Description: (Suitable products for event): fresh fruits and vegetables, as well as any: Herbs, Nuts & Dried Fruit, Edible Flowers, Organic and Fair-Trade Products, Sweet potatoes, Tropical Fruits, Blueberries, Strawberries, Green Beans, Organic Fresh Fruits and Vegetables

Activity Managers:

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If you have a question about an event, feel free to contact us at events@susta.org

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Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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