



## Canadian Produce Marketing Association (CPMA) Show

Toronto, Canada  
April 25-27, 2023

Canada is a highly developed economic market and a leading export destination for U.S. agricultural products, offering a stable financial market and sophisticated logistics network supporting \$136 million USD of daily two-way trade in food and agricultural products. Canada was the number two overseas market for U.S. food and agricultural exports in 2020, importing \$17.1 billion of U.S. high value, consumer-oriented goods. The U.S. and Canada maintain the world's largest bilateral trade relationship. Canada relies heavily on imported produce due to limited growing seasons. SUSTA companies with produce that cater to various ethnic palates and health conscientious consumers have potential to do well in this market. 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:** \$645.00

**Early Bird Special:** \$445.00 (if you register and pay before November 25, 2022)

### Fee Includes:

- 10' x 10' booth and standard furniture package
- Retail Market Tour
- Includes reimbursement of up to \$500 in sample shipping costs, with proper documentation

**Registration Deadline: January 25, 2023 (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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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.