



Canadian Produce
Marketing Association
Association canadienne de la
distribution de fruits et légumes

84TH ANNUAL CONVENTION & TRADE SHOW
“Produce Powered by People”
TORONTO, ONTARIO, CANADA
MAY 6-8, 2009



END-OF- SHOW REPORT

“True greatness takes courage. Let’s grow the pie, then we’ll share the growth! That takes a little more courage – to put someone else’s interests before your own.” **Michael” Pinball” Clemons**, three-time Canadian Football League champion, the 2009 CPMA keynote speaker, talked about unselfishness, leadership and courage in business.

Quick Facts

The Canadian Produce Marketing Association is a not-for-profit organization representing companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. The CPMA is proud to represent over 690 international and Canadian member companies who are responsible for 90% of the fresh fruit and vegetable sales in Canada at an annual estimated value of 8 billion Canadian dollars.

CPMA’s Annual Convention & Trade Show provides a unique opportunity for industry leaders to enhance business opportunities in Canada. The Convention & Trade Show regularly attracts key decision-makers and customers from the fresh produce sector, as participants include businesspeople, members of the industry, as well as government representatives who are directly or indirectly involved in the Canadian fresh fruit and vegetable sector. There is tremendous global opportunity in the Canadian marketplace, where 3 out of every 4 dollars spent at retail on produce is spent on imported products.

“The challenges facing the Canadian produce industry are the same as those facing its trading partners around the globe. We view the produce industry as one whole marketplace”, said the incoming 2009/2010 CPMA Chair Adrian Abbott in his interview to The Packer (April 13, 2009).

The CPMA Trade Show is Canada’s largest event dedicated to the fruit and vegetable industry showcasing exhibitors from Europe, Asia, Australia, New Zealand, South America, Central America, Mexico, United States of America and Canada. Attendees include all major stakeholders in the produce supply chain, with one out of three visitors representing the retail/wholesale and food service sectors.

The 2009 CPMA’s Annual Convention & Trade Show has again proven to be a success. The 2009 edition became the largest event to date, combining business and networking opportunities, outstanding keynote speakers and business sessions, great entertainment and good times.

The 2009 edition kicked off on May 6 with the Chair's Welcome Reception, followed on May 7 with the trade show and conference program, which featured keynote speakers Michael "Pinball" Clemons and Mike Lipkin who talked about vision, determination and motivation during the Delegates' Breakfast and Luncheon.

Business sessions focused on brand-new topics such as labelling regulations, working with Generation Y employees, doing business in the US, food safety, traceability, local sourcing and the foodservice industry. The business sessions received high marks from attendees.

The Retail Tour gave attendees the chance to compare and contrast produce departments at the Loblaw's Queens Quay Market store (the largest retailer in Canada), and a specialized, two-store Toronto chain, Pusateri's Fine Foods.

The 2009 CPMA Trade Show sent out positive signals:

- Sold-out exhibit space
- Increased number of exhibitors
- Excellent quality of attending professionals
- Comprehensive industry publications coverage
- Over 70 % of exhibit space for 2010 sold onsite

The 2009 CPMA Trade Show clearly lived up to its reputation as the unique produce industry event in Canada. The overall mood at the show was positive and the atmosphere was friendly.

"The CPMA Convention offers an excellent opportunity to network with industry colleagues that really make the event worth attending. No matter how challenging or how different today's issues may be, we still have one common denominator – the people: "Produce Powered by People". The produce industry thrives on the creativity and ingenuity of its people, and what a dynamic group we have working among us", said Beth Pattillo, the 2008/2009 CPMA Chair in her interview to The Packer (April, 2009).

The 2009 Convention theme was "Produce: Powered by People!"

"When we chose this theme we felt it truly reflected not only the host provinces; Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland & Ontario but it also truly reflects the nature of our produce business, that as we all know is "Powered by People"! We have many second, third & yes even fourth generation families involved in this wonderful industry & attending this show", said Larry Kieswetter, CPMA 2009 Convention Chair in the 2009 CPMA Convention Opening Address speech.

Exhibitors and attendees value the CPMA event as a business-focused event where business deals are done, key industry people are met in formal and informal settings, products are sourced, and all the information on the latest trends is gathered. The 2009 edition of the CPMA Convention & Trade Show delivered it all, including an outstanding line-up of exhibitors and products.

"While the business sessions and awards were certainly highlights of the 84th Annual Convention, the exposition stood out among attendees and exhibitors as the star of the show." (The Produce News, May 18, 2009).

"I sensed the energy of the people who came this year", CPMA President Dan Dempster told The Produce News. "I know that things are busy, but you sense that people were looking for a forum to go to get out and do business but also to rejuvenate. These conventions are good for the soul. And I think that sometimes when times get tough, people feel that they should invest more in the industry and rally".



Established

The first CPMA convention was held in 1925 and a trade show was added in the early 1960s.

Schedule

Annual

Format

Business-to-business

Location

City / Province rotational schedule

| LOCATION | YEAR |
|---------------|------|
| VANCOUVER, BC | 2006 |
| MONTREAL, QC | 2007 |
| CALGARY, AB | 2008 |
| TORONTO, ON | 2009 |
| VANCOUVER, BC | 2010 |
| MONTREAL, QC | 2011 |
| CALGARY, AB | 2012 |
| TORONTO, ON | 2013 |

The 2009 Exhibitors structure

The 2009 exhibitors included:

All businesses involved in the distribution and marketing of fresh and processed fruit, vegetables, nuts and floral products including:

- Growers / Shippers
- Packers
- Marketers / Marketing Organizations/ Trade Promoters
- Importers / Exporters
- Retailers
- Wholesalers
- Produce / Customs Brokers
- Fresh-cut Operators / Processors
- Foodservice Distributors / Operators
- Government Agencies / Departments
- Transporters

All businesses involved in providing goods or services to the fresh fruit and vegetable supply chain:

- Packaging / Containers / Labelling
- Salad Dressing
- Communication / Consulting
- Processing Equipment
- Insurance Brokers
- Software



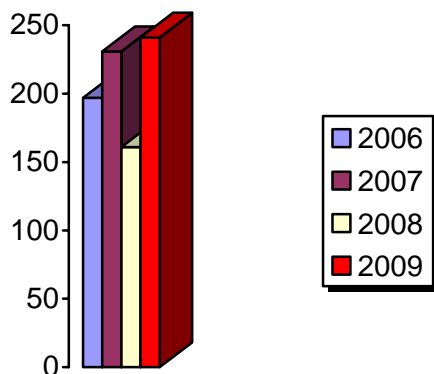
The 2009 exhibitors showcased:

Advertising/Promotional Services, Apples, Apricots, Artichokes, Asparagus, Avocados, Bag Closures, Baggers, Bags - Produce, Bananas, Bar Coding Systems, Baskets, Berries, Bird Food/Seed, Blueberries, Broccoli, Broker, Bulk Flowers, Bulk Food Items, Cabbage, Candy, Cantaloupes, Carrots, Cauliflower, Celery, Cherries, Christmas Trees/Wreaths, Citrus Fruit, Communication Systems/Services, Computer Systems/Software, Consultants, Consumer Floral Bunches, Controlled Atmosphere Equipment, Controlled Atmosphere Services, Corn, Corrugated Boxes, Cranberries, Croutons, Cucumbers, Dates, Display Equipment, Floral Display Equipment, Produce Distributor, Dried Beans, Dried Fruit, E-commerce Solutions, Educational Institutions, Educational Materials, Exotic/Specialty Produce, Exporting Services, Financial Services, Fixtures/Displays, Floral Arrangements, Food Safety/Security Resources, Foodservice, Packaging, Fresh-cut Fruit, Fresh-cut Vegetables, Fruit - imported, Fruit/Vegetable Preparation Equipment, Gift Fruit Packaging, Ginger, Glazes/Jellies/Pie Fillings, Government Agencies, Graders/Sorters, Grapefruit, Grapes, Grower/Shipper Services, Herbs, Hothouse Vegetables, Hydroponics, Importing Services, Inspection Services, Juices, Kiwifruit, Labelling/Pricing Systems, Laboratory Testing Analysis, Lemons, Lettuce, Limes, Mangoes, Marketing Cooperative, Meat Alternatives, Melons, Merchandising Solutions, Mushrooms, Nectarines, Nuts, Ocean Shipping, Onions, Oranges, Organic Produce, Packaging Equipment, Packaging Materials, Floral Packaging Materials, Produce, Pallets, Papayas, Peaches, Pears, Peas, Peppers, Pesticides/Herbicides/Fungicides , Pineapples, Plantains, Plums, Point-of-Sales Materials, Potatoes, Processed Produce Items, Processing Equipment, Produce Wash, Promotional Materials, Prunes, Publications, Pumpkins, Radishes, Raspberries, Salad Dressings, Toppings, Sauces/Dips/Salsa, Scales, Shelf Life Extenders, Signage/Décor, Smoothies, Snack Food Items, Soy Products, Specialty Salads, Spinach, Sprouts, Squash, Strawberries, Sweet Potatoes, Tags, Tangerines, Temperature Monitoring/Control/Recording, Tofu Products, Tomatoes, Trade Associations, Trade Development, Trail Mix, Training Programs, Transportation Services, Tropical, Truck Shipping Services, Value-Added Produce, Vegetables - Imported, Washing/Drying Equipment, Watermelons, Zucchini

Number of Exhibitors

The 2009 edition became the largest event to date, with the record number of 241 exhibiting companies from Europe, Asia, Central America, Mexico, Australia, New Zealand, United States of America and Canada.

Historical data on number of exhibitors for the period of 2006-2009.





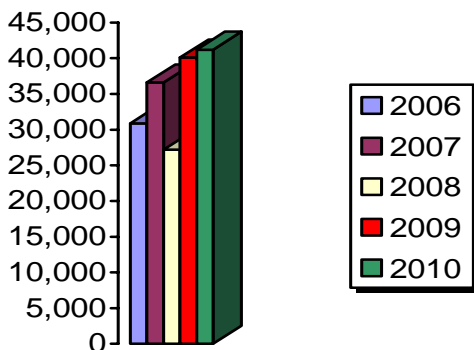
| LOCATION | NUMBER OF EXHIBITORS |
|----------------------|----------------------|
| VANCOUVER, BC - 2006 | 197 |
| MONTREAL, QC – 2007 | 231 |
| CALGARY, AB – 2008 | 161* |
| TORONTO, ON – 2009 | 241 |

*Please note that due to space restrictions, there was a smaller number of exhibitors in Calgary versus the other markets.

The 2009 Trade Show Size

- 405 exhibit spaces (10 x10 ft)
- 40, 100 sq. ft. (net) / 3, 800 sq m

Historical data on the trade show size (sq. ft.) for the period of 2006-2009.



| LOCATION | SQ FT |
|----------------------|----------|
| VANCOUVER, BC - 2006 | 30,900 |
| MONTREAL, QC - 2007 | 36,600 |
| CALGARY, AB - 2008 | 27,200 * |
| TORONTO, ON - 2009 | 40,100 |
| VANCOUVER, BC - 2010 | 41,200 |

* Smaller size due to space restrictions at the Calgary Telus Convention Center, Calgary, AB versus the other markets. A larger space will be available for 2012.



Opening Ceremony

Convention Chair Larry Kieswetter (Loblaw Companies) and Exhibit Chair Vince di Maria (JL International) officially opened the 84th edition of the CPMA Trade Show on May 7, 2009.



“The great number of international exhibitors and attendees this year proves the significance of globalization for trade in fruit and vegetables. Despite global economic challenges, it’s our largest show ever. This is evidence of a successful event concept and of continuing growth of interest in the Canadian Produce Industry. Every year the best of the industry meet at the CPMA Trade Show. It’s a wonderful opportunity to develop new business contacts, to recognize new trends, to promote healthy eating, to renew old friendships and to build new ones!” said Vince di Maria.

Pavilions in 2009

- Maritime Pavilion
- Ontario Pavilion
- Québec Growers Association Pavilion
- Mexican Pavilion (MexBest)

Attendees

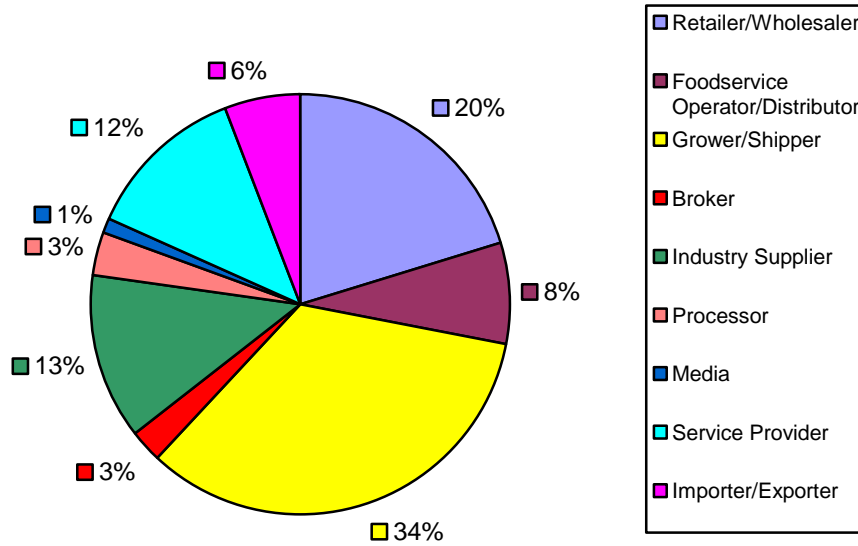
The May issue of *The Packer* publication noted, “CPMA show impressed, inspired attendees”. Attendees said they were “impressed with expo-floor traffic, insight gleaned during a retail tour of produce departments and the quality of information during business sessions”.

Loblaw Companies, Canada’s largest grocery retailer, made a splash with high visibility on the trade show floor.

“Loblaw’s was very visible. They had their representatives here on the show floor as well as their category managers, which was impressive. This has been a good show, with a lot of traffic. In Ontario, we get a lot of support from retailers, and it was nice to see a lot of representation from Buffalo (N.Y.) and those from western Canada as well,” said Danny Mucci, Agriville Farms.

“I think we had almost every major chain and foodservice company represented here, and it provided a good opportunity for our exhibitors to network with their buyers,” Dan Dempster, CPMA President, in his interview to The Produce News.

The 2009 attendees categories by percentage.

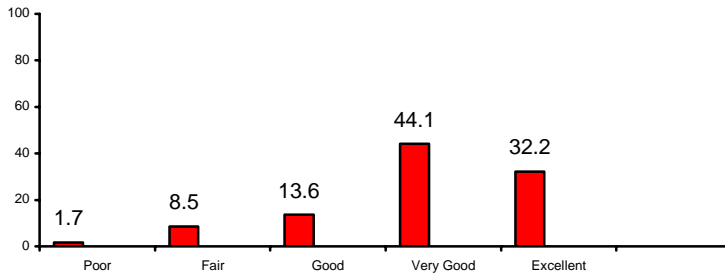


Overall Satisfaction (%) with the 2009 Annual Convention & Trade Show (exhibitors and attendees survey results).





Value in attending (%) the 2009 Annual Convention & Trade Show (exhibitors and attendees survey results).



Based on the survey results **84.4%** of the 2009 exhibitors plan to exhibit at the 2010 CPMA Convention & Trade Show in Vancouver, May 12-14, 2010.

Geographical Origin

The 2009 Convention and Trade Show continued to demonstrate the growth and development of the domestic and international representation. It was a great testimonial to the Canadian produce industry's ability to reach out and to form relationships around the world.

Representatives from 10 provinces within Canada attended the 2009 Convention. Representatives from 31 US states including the District of Columbia participated in the event.

From the rest of the world, there were exhibitors and delegates from 19 countries:

- Australia
- Belgium
- Brazil
- Chile
- China
- Columbia
- Costa Rica
- Ecuador
- France
- Israel
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- South Africa
- Panama
- Peru
- Vietnam



Trade Show Awards

- Best Island Booth
- Best Inline Booth
- Best New Product

The 2009 CPMA trade show continued the tradition to recognize exhibitors for their efforts in creating outstanding displays, and providing a high-quality experience to the trade show visitor.

Two booth category awards: *Inline Booth Category* and *Island Booth Category* were sponsored by the Canadian Grocer.

Litehouse Inc., Competition Winner Island Booth



Seald Sweet International, Competition Winner Inline Booth



The Best New Product Award was launched at the 2009 CPMA Trade Show to acknowledge Trade Show exhibitors, participating in the New Product Showcase display, for their hard work, dedication and desire to thrive, inspire, compete, and excite not only buyers but also the entire produce industry.



Gourmet Garden, Competition Winner Best New Product Showcase



Demonstration Area

The interactive cooking presentation allowed exhibitors to showcase their produce in the DEMO area. Local talented chefs worked with participating companies to prepare unique recipes, while utilizing the chefs' talents and creativity in front of the entire produce marketplace.



New Product Showcase

All the 2009 CPMA exhibitors were invited to participate in the New Product Showcase. It was a great opportunity to profile new and unique products and services for the upcoming year. The number one reason buyers attend exhibitions is to see new products. The New Product Showcase presented a perfect way to get new products noticed by a targeted audience of key industry professionals.





INDUSTRY MEDIA COVERAGE REPORT

Pre-Convention Media Coverage 2009

Americafruit magazine – May 2009, pages 19-23

The article Toronto sets stage for biggest ever CPMA Annual Convention gives a brief description of the convention, CPMA history, exhibitors, as well as featured speakers and business sessions. “Canada’s largest event dedicated to the fruit and vegetable industry, the CPMA Annual Convention & Trade Show, promises to be the largest to date...” – *Gill McShane, Americafruit.*

Red Book Marketing – May 19 2009

Red Book posted a NewsFlash, mentioning CPMA’s 84th Annual Convention, with the prime focus on business sessions. “Representatives of several U.S produce organizations will be on hand to discuss the ins and outs of exporting to the U.S... [They] will discuss topics such as country-of-origin labelling, pesticide use, ensuring a smooth border crossing and, perhaps most important, getting paid.” – *Tom Burfield – Red Book Marketing*

The Packer – April 13, 2009, pages C1-C8

Eight pages of the April issue covered the upcoming event, keynote speakers, business sessions, a profile on past and upcoming chairs, the *5 to 10 program* and a complete exhibitors list. “Officials from the Ottawa-based CPMA are out to prove their respect to those powerful produce people with plenty of opportunities for fun, networking and learning.” – *Cynthia David – The Packer*

Produce News – May 4, 2009, page 29

Joel Gebet, Canadian Editor for the Produce News created a full page article, showcasing not only CPMA’s 84th Convention but Canada’s produce industry and culture. “Canada’s diversified and growing economy relies heavily on an abundance of natural resources and trade, including fresh produce... Though the United States has steadily maintained its role as a net exporter in both fresh fruit and vegetables with its neighbour to the north, Canada has emerged over the last decade as an important supplier of vegetables, primarily greenhouse-grown, to the United States.” Also featured: Adrian Abbott, upcoming CPMA chair; the Holy Redeemer Catholic School - winners of this year’s Produce News Fresh Excellence Award. “Holy Redeemer Catholic School, located in Kanata, ON, is this year’s recipient of the Produce News Fresh Health Award... During 2008, Ms. Goold, a third grade teacher of math, science, French, social studies and physical education, introduced Freggie Fridays to her classroom.”

The Leamington Grower – April, 2009

Small town newspaper posts an informative video about Toronto and reveals details of upcoming CPMA convention. “Toronto, Ontario; The CPMA Annual Convention & Trade Show is Canada’s largest event dedicated to the fruit and vegetable industry showcasing exhibitors from Asia, Australia, New Zealand, South America, Central America, Mexico, United States of America and Canada. Attendees include all major stakeholders in the produce supply chain, with one of three visitors representing the retail/wholesale and food service sectors. If you buy, sell or market fresh fruit and vegetables within the Canadian market place, this is the event to be at! This boutique-style event, attracting over 3500 key decision-makers and customers from the industry, offers a unique opportunity for industry leaders to connect with peers and enhance business opportunities in Canada, while also offering an exceptional combination of education and networking opportunities.”



POST-Convention Media Coverage 2009

Andnowuknow.com – May 6, 2009 http://andnowuknow.com/quickdish/qd_cutler_050409.php
CPMA makes an appearance on Quick Dish with Sarah Hoxie- Sarah reports “Over 200 exhibitors are on hand at the trade show starting today followed by the awards brunch and annual banquet on Friday.” A series of in booth video interviews with exhibitors were also featured on www.Andnowuknow.com

Freshplaza - http://www.freshplaza.com/news_detail.asp?id=43930

FreshPlaza supported CPMA with a detailed photo report as well as a great piece about the 84th CPMA convention. In addition, Freshplaza also sent their congratulations to all 2009 award winners.

PMA’s e-newsletter From Field to Fork – May 12, 2009

This e-newsletter discussed mainly the Produce News Fresh Excellence Award which was presented to the Holy Redeemer Catholic School. Kathy Means writes “This year the award went to a school that instituted ‘Freggie Fridays’ to get kids to bring more fruits and vegetables to eat at school...What’s important about this is that it took just one person to make it happen...You can create a real impact in your community. Simply talk to a teacher about the resources available to improve kids’ nutrition through delicious produce.”

The Packer – Online – May 13, 2009 - <http://www.thepacker.com/CPMA-show-impresses--inspires-attendees/Article.aspx?articleid=366389&authorid=669&feedid=215&src=search>

This Packer’s issue is mainly focused on exhibitors’ and attendee’s feedback.

“Attendees said they were impressed with the expo-floor traffic, insight gleaned during a retail tour of produce departments at Toronto supermarkets and the quality of information during business sessions.” Attendees were very pleased with all business sessions. In addition, The Packer has posted (on two separate dates) photo slide shows of the convention as well as the retail tour. Both can be found at the following links:

Retail Tour - <http://www.thepacker.com/CPMA-expo-retail-tour/SlideShows.aspx?articleid=366368&feedid=225&src=search>

CPMA General- <http://www.thepacker.com/CPMA2009/SlideShows.aspx?articleid=366467&feedid=225&src=search>

The Produce News – May 11 – Pg. 16

This Produce News edition showcased a photo editorial, displaying pictures, taken at this year’s CPMA directors’ reception.

The Produce News – May 18 – Pg.1&71, 4,16,18, 22

The Produce News May 18th edition had excellent coverage of the CPMA 84th Annual Convention and Trade Show. The article covered the attendance, quotes from industry professionals, quality of the business sessions and guest speakers. In addition, numerous pages with photos of exhibitors and attendees were included into this issue. John Groh from the Produce News writes “They came for the strong networking opportunities. They came for the quality business sessions. They came for the engaging speakers and the entertaining receptions. Whatever reason, members of the produce industry rallied in the face of the challenging economy and came to the CPMA’s Annual Convention and Trade Show”.



STATEMENTS

Many exhibitors and attendees expressed their satisfaction with the trade show and its results to the industry publications. "While the business sessions and awards were certainly highlights of the 84th Annual Convention, the exposition stood out among attendees and exhibitors as the star of the show". (The Produce News, May 18, 2009).

"With the numerous valuable services it offers its members, the CPMA continues to demonstrate its relevance in the ever-changing produce industry. The annual convention serves as a tremendous opportunity for all segments of this industry to share their unique insights with each other to ensure that the world of produce continues to flourish".

Steve McKee, Sunkist Growers, Inc.

"The show is very important because it allows us to come out and show our commitment to the industry, and it allows us to see what is happening in Canada. Canadians consume twice as much produce as [consumers do in the US]. That is crucial because Canada is increasingly being focused on by savvy marketers around the world".

Dennis James, Pear Bureau Northwest

"I found it thoroughly enjoyable as well as educational. Meeting the people I did-either putting faces to names or finding a contact with information I needed-was well worth the time and money, not to mention all the information presented in the business sessions. I found the motivational speakers to be most inspirational and plan to put their teachings to good use. Once again, thanks for a wonderful event!"

Joan M. Scarrow, Orleans Fresh Fruit

"The show has been great. It continues to grow each year, and it's a good place to come and see friends".

Doug Ranno, Colorful Harvest

"It's a nice, small size, but you still see everyone you need to see".

Doug Hawkins, Litehouse Foods

"What a great show, full of life and vibrant. We made many great contacts".

Bert Boyd, Sunlight International Sales

"The show was extremely successful for our company".

Tony Tomizza, Dominion Farm Produce

"The wonderful show, we loved it, and can't wait to go again".

F. Charles Waud, Waudware Inc.

"I attended the labelling session because labelling and organic issues have been more important this year and we were really concerned about the certification requirement since we launched our organics program in Canada in March. The CPMA people and the Canadian government gave us a lot of information and made me feel a lot more confident about doing business in Canada. The seminar went a long way to helping me understand the regulations".

Alan Bernard, Bowling Green States

"I always enjoy coming to Canada for this show."

Kurt Zuhlke, Kurt Zuhlke & Associates

"It's a great show. The people are friendly and laid-back, and it's an overall good feeling to be here. The company increased the size of its booth this year in response to the growing importance of the Canadian marketplace".

Mayda Sotomayor, Seald Sweet