
- Advertisement -

CPMA gets fresh with reimagined events

November 19, 2020

The Canadian Produce Marketing Association is moving forward in 2021 to connect members and build business opportunities, even within these unique times. "Recognizing you cannot recreate our amazing event online we are working to deliver a new and exciting virtual world, something totally reimagined," the association said in a statement.

CPMA invites industry members to join its first Fresh Week event beginning April 12, 2021. Fresh Week will celebrate the sector with education, virtual tours, networking opportunities, social activities and connections across the supply chain.

Fresh Week will provide participants with a world-class virtual program that will allow enhanced

business to business opportunities with companies in Canada and around the world. Speakers, schedules and details will be available in the coming weeks.

[Print](#)