

NEWSLETTER

BC PRODUCE MARKETING ASSOCIATION

APRIL 2024

Fresh Week

April 23-25, 2024

CPMA
CONVENTION
+TRADE SHOW
VANCOUVER 2024

Come visit
BCPMA booth
@ 1650

Looking forward to seeing you all!

We are gearing up for an exciting event: the CPMA Convention & Trade Show, which will take place next Wednesday and Thursday, April 24th and 25th. We all eagerly anticipate this fantastic opportunity for social networking. BCPMA team looks forward to seeing you at this wonderful event!

ABOUT BCPMA

Increase In Produce Sales

The BCPMA is an important partner to the CPMA Half Your Plate program, which promotes healthy eating through the consumption of fresh fruits and vegetables.

Promote Healthy Eating

BCPMA is a vital communications hub within the province, connecting government agencies, growers, retailers, wholesalers, manufacturers, suppliers, transportation, foodservice providers, importers, distributors and customs brokers.

Network Opportunities & Communication Hub

The Association is active, growing and provides excellent networking opportunities for businesses and individuals not only throughout BC but across western Canada and United States.

Spring Golf Tournament



Date
Friday,
June 7th, 2024



Golf Course
Mayfair Lakes Golf &
Country Club
Richmond



Join Us

- Teams of Golfers
- Title Sponsors
- Prize Holes Sponsors
- Holes Sponsors

A promotional banner for the 'Race for the Kids' event. It features two children, a boy and a girl, running happily. The boy is wearing a blue t-shirt with 'MIGHTY STRIDES' printed on it. The girl is also wearing a blue t-shirt with 'MIGHTY STRIDES' and glasses. The background is a light blue with yellow diagonal stripes. Logos for RBC, RACE FOR THE KIDS, and BC Children's Hospital Foundation are visible at the top. The text 'Small steps make MIGHTY STRIDES' is prominently displayed in the center.

Sunday, June 9th, 2024, Calling for Sponsorship

A message from Value Chain Management International



On the five-year anniversary of the national Food Loss & Waste (FLW) study completed for Second Harvest by VCMI, Second Harvest has engaged VCMI to examine changes that have occurred in FLW since 2019 and the reasons for such changes. The research encompasses the entire food chain, from production to consumption. This important study will:

- 1) Benchmark Canadian FLW against estimates published in 2019, and
- 2) Quantify the GHG emissions and water footprint associated with FLW.

The survey is accessible at <https://www.surveymonkey.com/r/FLW2024-ENG-VCMI>, and takes approximately 5 to 8 minutes to complete.