



EXHIBITION PLACE | TORONTO, ON

Conference: September 25, 2026

Trade Show: September 26 – 27, 2026

2026 Post-Show Report

CHFA NOW is Where Community & Opportunities Meet

- **Strong retailer presence: 1,918 retailers** joined us across both show days, supported by our Retailer VIP Program and targeted promotions.
- **Shining a light on innovations:** The Greenhouse featured **70+ emerging brands** and introduced a dedicated Buyer Hour, while CHFA Launch Pad highlighted eight hot products, attracting **300+ attendees**.
- **More opportunities to connect:** New experiences, like the Hive Move & Thrive activation, Networking Lounges and Industry Night Out at the Dome brought excitement and new ways to engage with the NOW industry.
- **New tool for exhibitor discovery:** The EventHub Show App debuted with positive feedback and helped attendees plan their show, navigate the show floor and chat with exhibitors before, during and after the show.
- **Insights to support your growth:** Through a mix of roundtable discussions, and talks focused on industry research and scaling growth, the conference drew **1,220+** conference attendees on Friday



1,310

Exhibiting Companies

8,751

Total Industry Professionals

766

Retail Locations

2,213

**Total Retail & Healthcare
Practitioner Attendees**

1,228

Conference Attendees

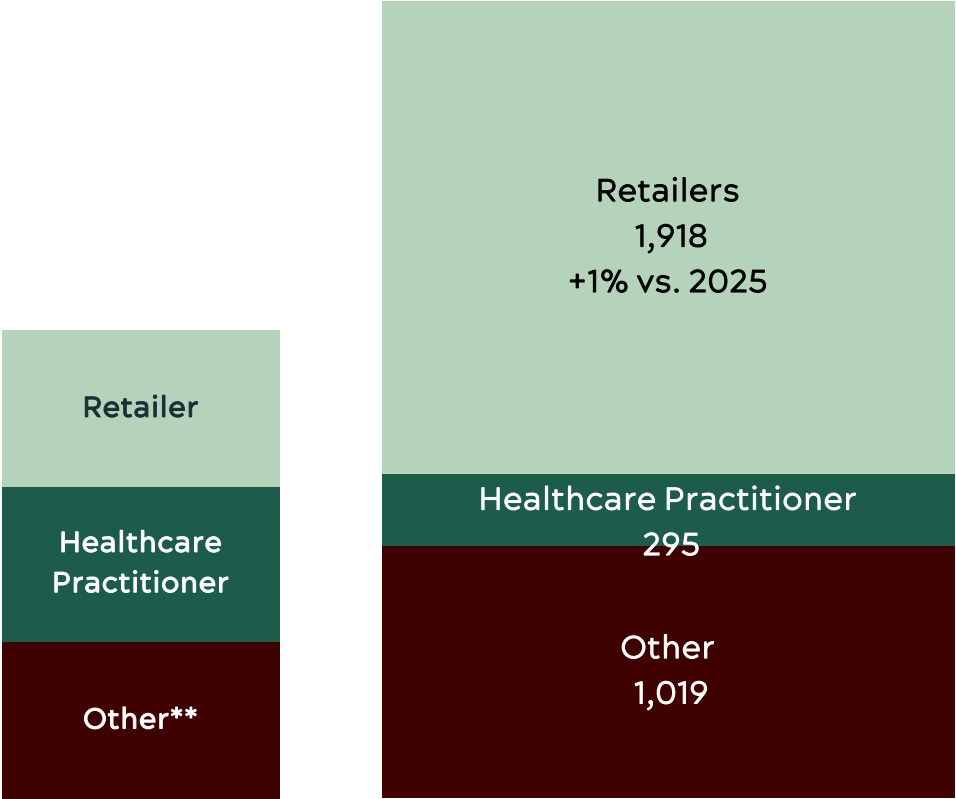
85

Media & Influencers Onsite



One of our biggest shows yet, welcoming 1,918 retailers (+1%) from 766 unique store locations (flat). Channel mix remained strong, led by Natural Health Food Stores (52%), Specialty/Convenience/Online (17%) and Grocery/Mass (16%).

3,232 Total Attendees*
-5% vs. 2025



Breakdown by Channel



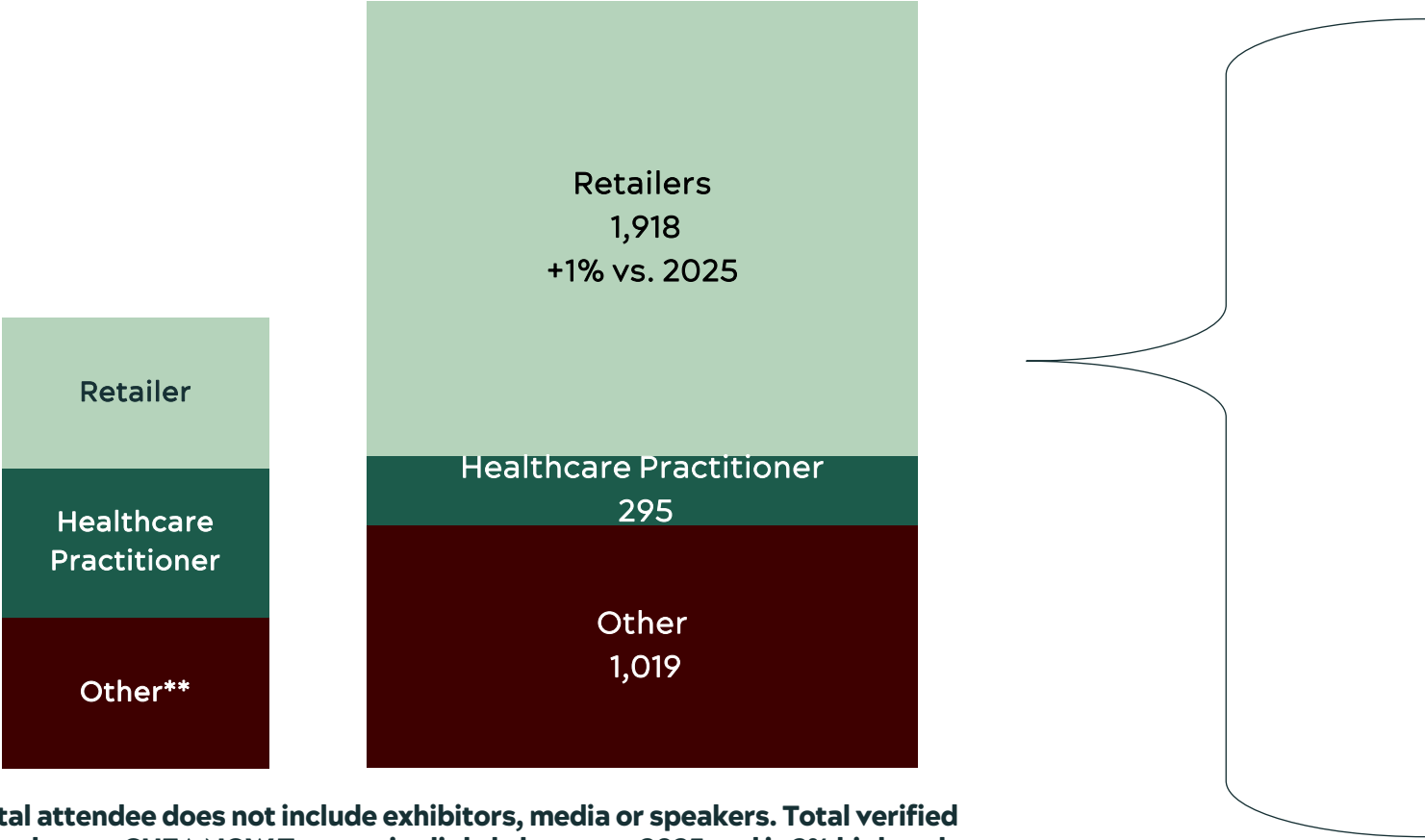
Includes
Retailers &
Health
Practitioners

*Total attendee does not include exhibitors, media or speakers. Total verified attendees at CHFA NOW Toronto is slightly lower vs. 2025 and is 2% higher than pre-pandemic levels in 2019.
**Other includes suppliers, manufacturers, brokers, distributors, business services, associations and government.

Company Type

CHFA NOW Toronto attracts decision-makers: 85% of retailer attendees influence purchasing decisions, while 66% work in buying, merchandising or leadership roles.

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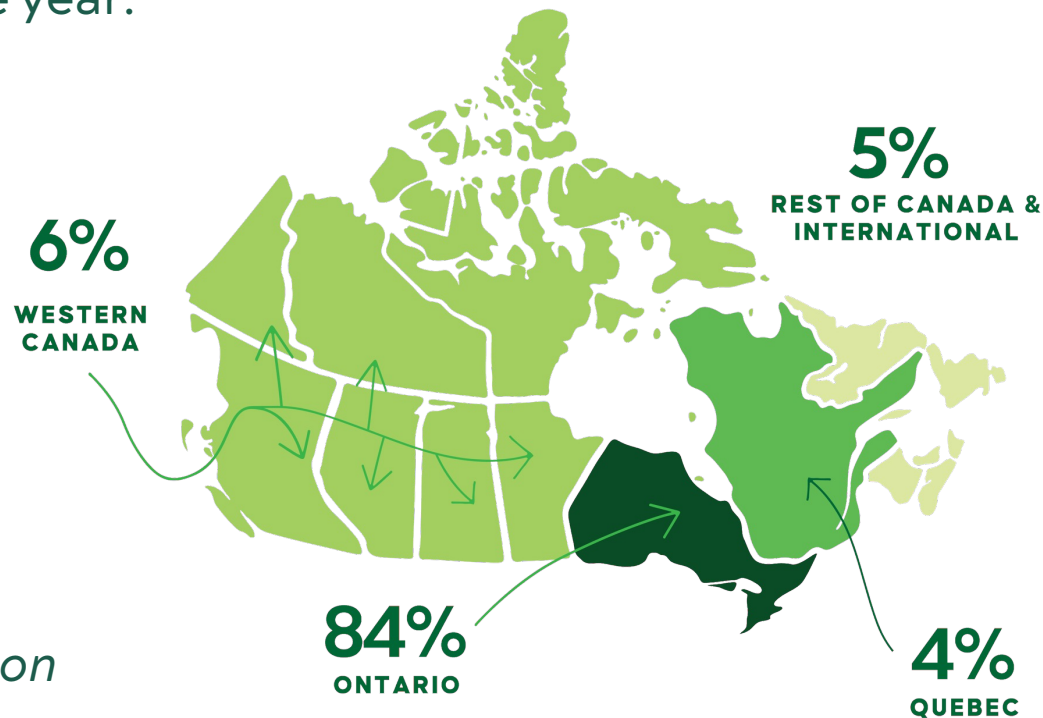
**Other includes suppliers, manufacturers, brokers, distributors, business services, associations and government.

Breakdown by Retailer



Occupation (Retailer Only)

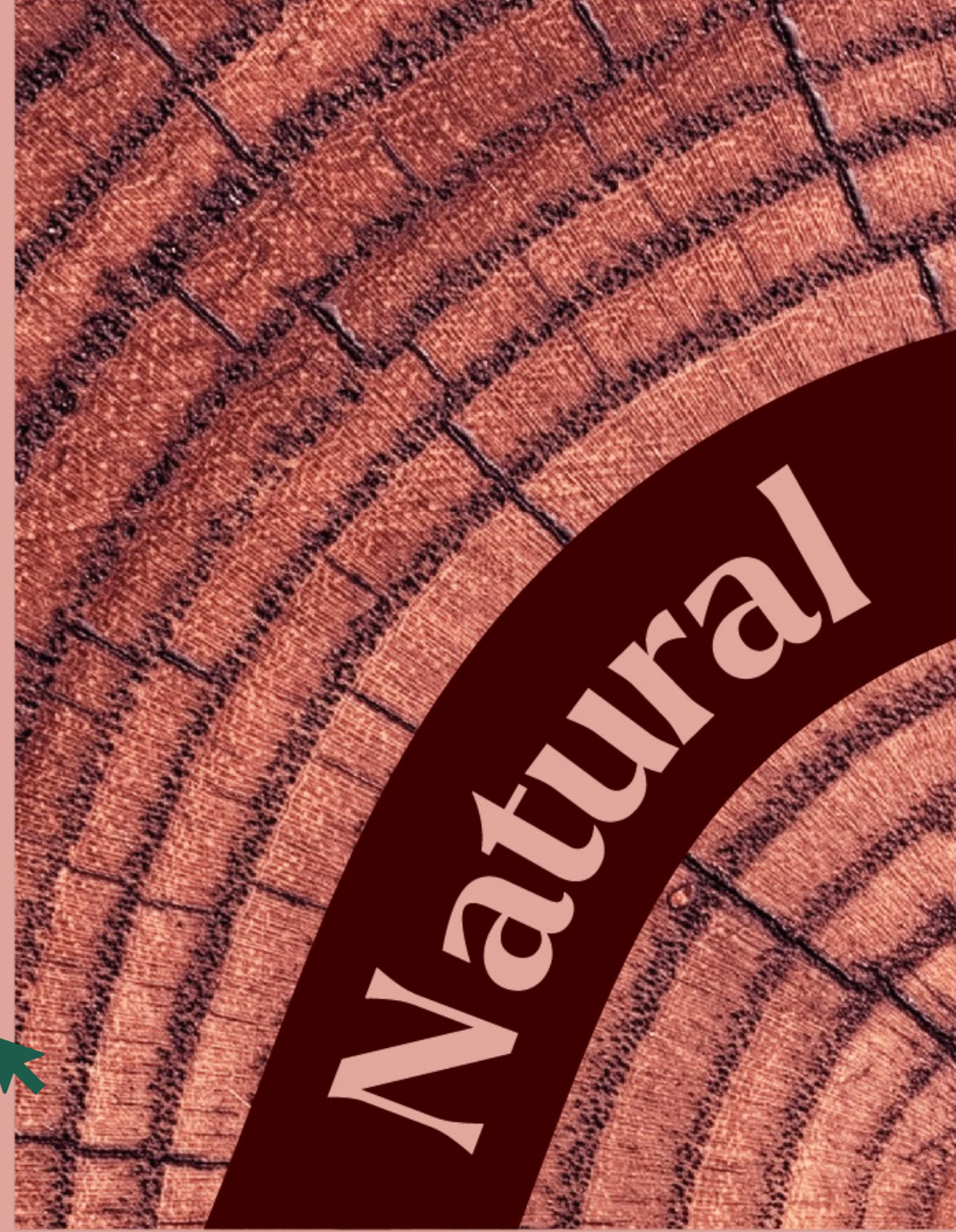
- Approximately 89% of retail locations were from Ontario and Quebec. 6% were from Western Canada.
- Total international buyer participation **grew 45% since 2025!** We welcomed buyers from the UK, UAE, Australia, Ireland, Philippines, Hong Kong, South Korea, USA, Pakistan, Ghana, Turkey, Trinidad and Tobago, Azerbaijan and Libya helping exhibitors expand export and grow beyond Canada.
- Exhibiting at both CHFA NOW Toronto and Vancouver will ensure you reach key regional retailers. In 2023-2026, approximately **80% of retail locations only attended CHFA NOW Toronto vs. CHFA NOW Vancouver** in the same year.



Unique Retail Stores by Region

Curious Who Attended CHFA NOW Toronto?

[View and Search the
A-Z Retailer Attendees](#)





What we heard from attendees

CHFA NOW Toronto is an excellent event for anyone working in the natural health and wellness industry. As a first-time attendee, we found it to be a valuable opportunity to discover new products, meet suppliers and industry professionals, learn about emerging trends, and build relationships. The event was very well organized and provided meaningful opportunities for networking and business growth. I would highly recommend CHFA NOW to retailers and other professionals looking to expand their knowledge, product offerings, and industry connections.

- Bishnu Saha, Nature Eden Inc.

Attending CHFA NOW is an incredible experience. The energy on the floor is unmatched, and it provides a perfect environment to connect with industry peers. If you are hesitant about attending, just go.. It is worth every minute you spend there. This is the ultimate industry event to discover the latest trends, connect with key brands, discover emerging brands, and build meaningful business relationships. It is the number one event I look forward to attending every year.

- Angelic Jaghlassian, CNP NourishCo Health

CHFA NOW - one of my favourite times of the year! I absolutely love seeing new innovations, discovering so many mindful products every year, and the often-impactful stories behind them. Grateful to always have the latest info to pass onto my patients.

- Deborah Gurash, RMT Healthy Spirit Fitness

The show is an amazing experience for retailers. So many booths of endless companies to learn about. Lots of organic, healthy and high protein products to taste, and learn about. Lots of yummy samples and some to take home. It was an overall amazing experience.

- Anonymous

“What we heard from exhibitors

CHFA NOW Toronto is always a great opportunity to reconnect with the industry, meet new people and discover what's coming next in the natural products space. This year, I especially enjoyed the conversations with brands, retailers and other industry professionals. There were a lot of interesting products and some great discussions about opportunities in Québec and across Canada. For me, the best part of CHFA is really the people and the relationships you build during the show. I always come back with new ideas, new connections and plenty to follow up on. Looking forward to the next one!

- Dominic Plante, Sales Director, Satau

CHFA did an amazing job for our team. It takes a huge effort from our UNFI Canada team to pull things together. Our sales team, supplier managers, our marketing and of course events team work hard to bring together a great experience for both customers and suppliers, and we couldn't have done it without CHFA. The planning was seamless, the support leading up to the show was great, and the on-site help was exceptional. Their ability to respond quickly, solve issues, and support exhibitors in real time is always appreciated.

- Anonymous

The show was excellent. The resources given, information from past events, reminders, all helped us get the most out of our participation.

- Anonymous

You're Invited to CHFA NOW Toronto

**Media & Promotional Activities to
Attract Retailers to the Show Floor**



Organic

41,656

Total Social Followers

Across Instagram & LinkedIn

264,175

**Page Views on
chfanow.ca**

3,275

**Pre-Show
Guide Reads**

36%

Email Open Rate*

All Attendee Emails

8%

Email CTR*

All Attendee Emails

19,756

**Total Email
Subscribers**

37%

Email Open Rate*

Show Week Emails

8.7%

Email CTR*

Show Week Emails

**Email stats excludes automated opens/clicks generated by Apple Mail Privacy Protection (MPP)*

Retailer VIP Program

We brought back our Retailer VIP Program with new offerings to encourage retailers to join us at CHFA NOW Toronto and to make sure they had a great show experience.

Here's what we offered retailers:

- **Skip the line:** We mailed badges before the show.
- **NEW! Greenhouse Buyer Hour:** Exclusive dedicated time to discover emerging brands.
- **Exclusive breakfast & talks on Sat & Sun:** A nourishing breakfast and preview into 2026 consumer trends and innovative NOW brands from The Greenhouse.
- **Members Only! Complimentary Retailer Gift Bags** with products from our sponsors.
- **Members Only! Free food truck lunch** over the weekend.
- **Savings on rides & parking:** Uber vouchers and free parking to reduce the costs of travelling to the show.
- **Discounted travel:** Reduced rates on hotel rooms and flights.



Paid Media & Partnerships

We placed our budget behind select trade publications, social channels, paid search and digital display ads, targeting retailer audience to bring qualified attendees to the show floor. From June to September, a combination of print ads, e-blasts, podcast features, web banners, newsletter ads, and social ads were purchased with the following publications and platforms:

- Grocery Business
- Western Grocer
- Thrive by alive
- CNHR
- Canadian Grocer
- Retail Insider
- This Commerce Life
- In Conversation With Bruce Cole
- Instagram
- Facebook
- Digital Display Ads
- Google Search

18,431 AD CLICKS
1,152,379 IMPRESSIONS
1,296 Conversions



Media coverage generated a potential audience of 374M, including newswire syndication, while Toronto creators produced 230 pieces of organic social content—including 34 in-feed posts—generating 926K+ impressions.

Earned Media

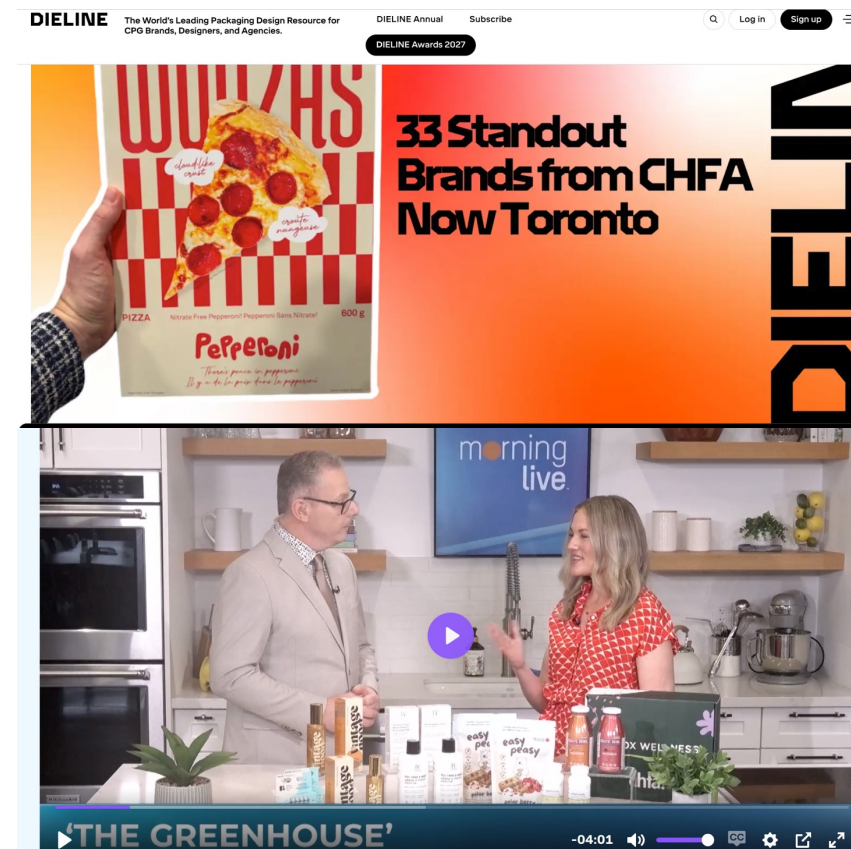
CHFA NOW Toronto put emerging brands, wellness trends and industry achievements in the spotlight, extending visibility beyond the show floor.

- **374 million potential impressions**, including press release syndication through the newswire.
- **28 unique media placements across 13 outlets**, including Canadian Grocer, Grocery Business, Retail Insider, CHCH and Deline.
- **The Greenhouse made its television debut on CHCH**, where Lynsey Walker showcased emerging brands to a potential broadcast audience of 311K+, with an additional 297K+ online reach.
- Show coverage included our **2027 wellness trends**, CHFA Launch Pad finalists, Industry Achievement Awards and Deline's feature on **33 standout brands**.

Across the weekend, [CHFA NOW Toronto welcomed 52 journalists and influencers](#), including: CBC, Chatelaine, Canadian Grocer, Elle Gourmet, Foodism, freelance reporter for Globe and Mail, Toronto Life.

- **Nine member brands were featured in exclusive media gift bags**, offered to the first 50 media attendees to encourage product discovery and sampling beyond the show floor.

Additional media coverage is expected in the coming months as journalists develop stories following the show.



CHFA reveals finalists for 2026 Launch Pad competition

to chips to probiotic deodorant, here's what made the cut

9/1/2026

th Food Association) has
sts for its 2026 Launch Pad

ian brands will take the
W trade show in Toronto on
their innovation to retailers
holders.

o minutes to pitch their
a format of their choosing
nel of industry experts:

Shelley R. King, CEO of Natural Products Canada;
and Steve Hollingsworth, CEO of Nature's
Emporium.



2025 CHFA Launch Pad winner Earthbuddy fields questions from the judging panel at last year's event in Toronto. Photography courtesy CHFA

[View CHFA
NOW Coverage](#)

Media Preview & Creator Coverage

Product discovery and opportunities to experience brands firsthand helped bring the show to audiences online.

- An exclusive preview at Trove Wellness welcomed 6 creators and 3 media attendees to sample products and explore Canada's growing natural, organic and wellness industry. Event coverage generated 106K+ online impressions.
 - Twenty member brands were featured throughout the Trove Wellness media event, giving journalists and creators opportunities to discover products and take samples home.
- Throughout the CHFA NOW Toronto weekend, 26 creators produced 230 pieces of content, a 48% increase over 2025—including 34 in-feed posts and 196 Stories.
- Creator coverage generated 926.5K impressions and 208.3K reach, up 51% and 43%, respectively, over 2025.
- Including in-feed posts in creator agreements helped deliver 34 in-feed posts, compared with 2 in 2025, giving brands more visibility through content that remains on creators' profiles.

Creator coverage delivered 926.5K impressions (+51%) and 208.3K reach (+43%) compared with 2025.



Exhibitor Toolkit

Coming together as a community is what makes our show a success! We provide a toolkit with fresh new branding and assets to help our exhibitors get the word out about CHFA NOW Toronto in English and French.

***Top sponsors got a custom toolkit with their logo included in the assets.**

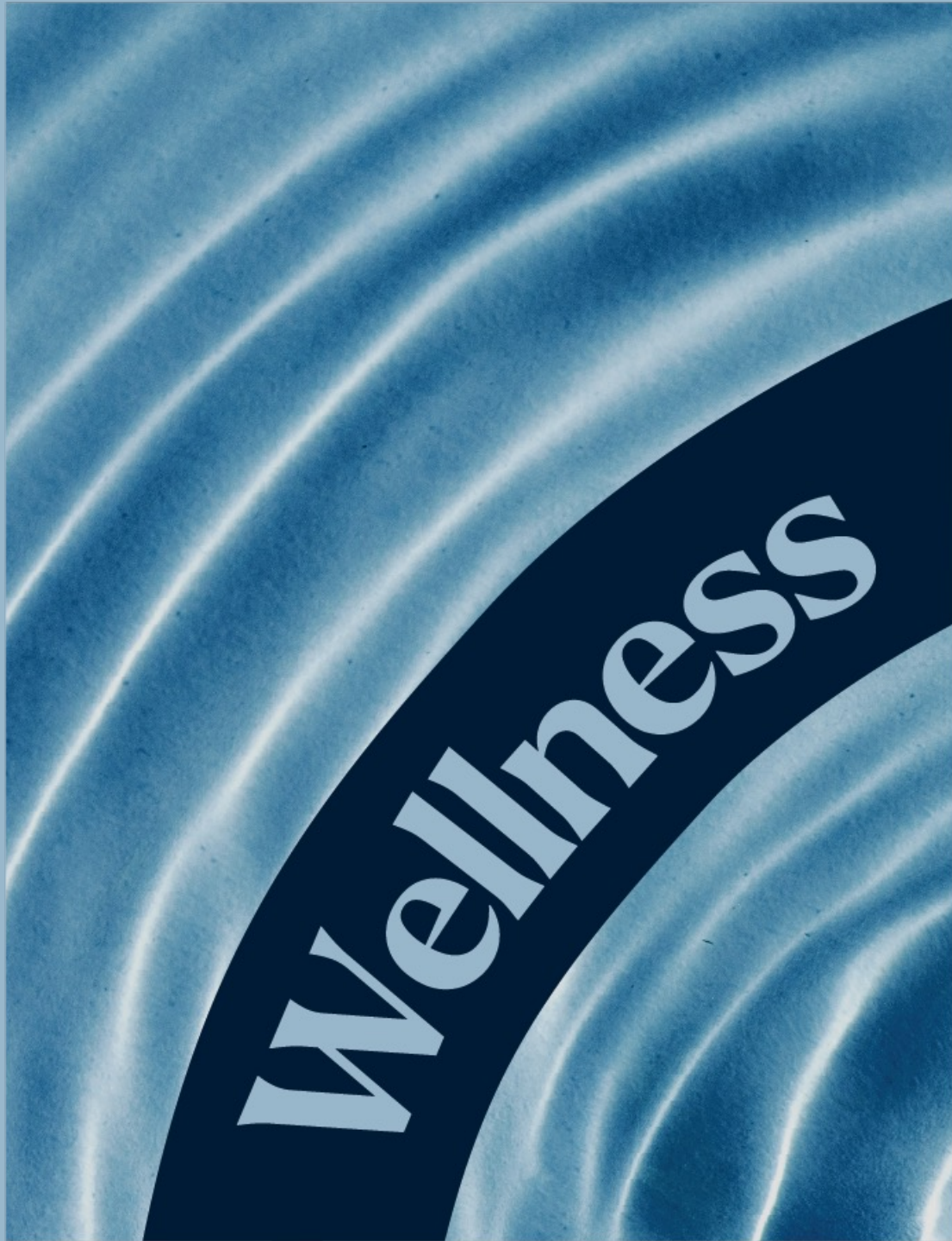
What was in the toolkit?

- Social media post templates
- Logo files and brand guidelines to help you customize your own assets
- Email banners
- Email templates
- Retailer invites (print and digital)
- Email signature



New Activations, Events & Programs

Driving excitement and community connection at the show with special events, programs and new and improved experiences.



Wellness

We designed new programs and experiences to elevate product discovery and industry connections at the show.

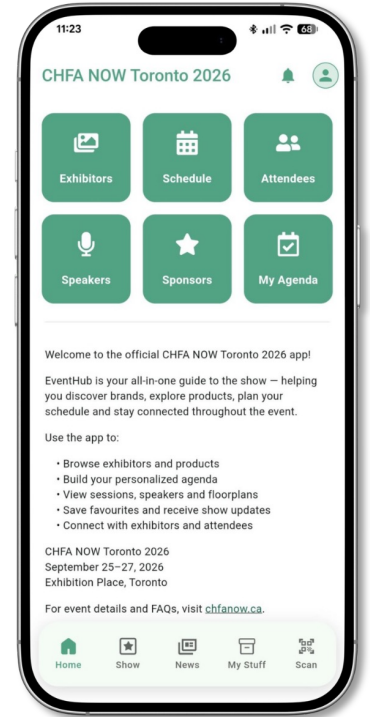
Show floor experiences to inspire seasonal merchandising and product discovery.	In partnership with Hive Retail Solutions, our Move & Thrive activation helped retailers prepare for summer 2027 through product inspirations and small and large displays.
New brands take root at The Greenhouse.	With our new Greenhouse program, emerging start-ups had a chance to get in front of retailers, brokers, distributors and industry vets, including dedicated speed mentorship opportunities at The Connect & Collab session.
Networking opportunities through the entire weekend.	We created spaces for new connections, such as the Industry Night Out at the Dome, dedicated Quebec Pitch Session, and Member Lounge (free snacks and massage!) and Networking lounges across the show floor.



EventHub Show App: New Opportunity for Exhibitor Discovery

We introduced our new EventHub Show app in Toronto with positive initial feedback, offering new ways for attendees to plan their show, and discover and connect with exhibitors.

The Show App is available for 60 days post-show, making post-show follow-up easier.



1,309
Total App Downloads
661 Exhibitors | 648 Attendees

4,277
Exhibitors Favourites
1,039 Unique Favourites

11,146
Exhibitor Profile Visits

**New Feature
Coming 2027:**
Improved floorplan &
wayfinding capabilities

CHFA Launch Pad

Eight finalists competed at CHFA Launch Pad and wowed the judges with their innovations. We celebrated the winner on stage at CHFA Launch Pad!

Our prize package was bigger than ever this year at over \$25K. Special shoutouts to:

- **Prize Sponsors:** Brand Natural, In Conversation with Bruce W. Cole
- **Sponsors:** Fasken, Indigo Natural Products, Loblaw Small Supplier Program, UNFI Canada

2026 CHFA Launch Pad Winner!



Congratulations to our CHFA Launch Pad Winner:
Complete Peri + Menopause Multi
by HERdailys

[CHFA Launch Pad in the News](#)

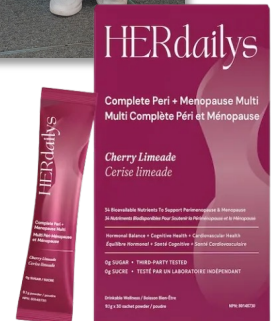
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CONVERSATION
WITH**
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indigo
Leading
Naturally.

Sponsor


Loblaw
Small Supplier
Program

Sponsor

UNFI
50
Years of Better
Ans du Meilleur

Sponsor

Celebrating the Best in the NOW Industry

2026 CHFA Industry Awards was a night to remember!

650+ gathered to celebrate excellence across the natural, organic, and wellness industry—from standout teams to rising entrepreneurs.

Congratulations to this year's winners, including our 2026 Willie Pelzer Hall of Fame Inductee, Stewart Brown at Genuine Health.

Exclusive Recognition for CHFA Members

Winners gain national exposure and multi-channel promotion through CHFA's media network, boosting brand visibility and credibility across the industry.



Thank You to Our Awards Celebration Sponsors!

From the cocktail reception to the awards ceremony and winner recognitions, our partners helped make this annual celebration possible.

Presenting Sponsors



Supporting Sponsors



Celebrating the Best Booths of the Show!

Congratulations to this year's CHFA Booth Award winners!

- **Best Large Booth/Pavilion:**
Good Protein
- **Best Medium Booth:**
ATTITUDE
- **Best Small Booth:**
Tony's Really Good Olive Oil
- **NEW! Greenhouse Booth:**
Lollibee



THANK YOU TO OUR INCREDIBLE SPONSORS!

DIAMOND



EMERALD



PLATINUM



GOLD



THANK YOU TO OUR INCREDIBLE SPONSORS!

SILVER



FASKEN
Own tomorrow



CONFERENCE
TITLE SPONSOR

MNP

BRONZE



OFFICIAL DATA
PARTNER

NIQ

SUSTAINABILITY
PARTNER

AQUAOMEGA

MEDIA



grocery
BUSINESS 



**western
grocer**
MAGAZINE

Thank You For Making CHFA NOW Toronto a BIG Success!

For questions or comments on membership, booking a booth & sponsorship at CHFA NOW, please email sales@chfa.ca.

For all other questions or comments about CHFA NOW, please email events@chfa.ca.

CHFA NOW Vancouver 2027

Conference: April 30, 2027

Trade Show: May 1-2, 2027

CHFA NOW Toronto 2027

Conference: September 24, 2027

Trade Show: September 25-26, 2027

CHFA NOW Vancouver 2028 (Held during weekdays)

Conference: Wednesday, March 15, 2028

Trade Show: Thursday, March 16 & Friday, March 17, 2028

Rebook for CHFA NOW Toronto 2027 is happening November 2-13, 2026 for eligible Member Suppliers and Associates who exhibited at the 2026 Toronto show.

Exhibit Sales for CHFA NOW Vancouver 2027 are open.
Book your booth today!

