



Canadian Health Food Association (CHFA) is Canada's largest association connecting global buyers with premium natural, organic, and wellness products.

Proudly represent 1,000+ Members

Since 1964, our association has grown from a grassroots community of health food pioneers to ~1,000 member companies. Our diverse membership spans from small startup brands to big CPG, indie retailers to enterprise grocery-drug-mass, along with B2B service providers, brokers, distributors and importers who all share the common goal of getting more natural, organic and wellness (NOW) products into the hands of more Canadians.

We Host Canada's Largest Tradeshow Dedicated for Natural, Organic and Wellness



CHFA NOW is Canada's premier trade show for natural, organic, and wellness products – a must-attend event for global buyers seeking high-quality, innovative brands ready to expand internationally. We proudly welcome international buyers, distributors, brokers, and Trade Commissioners looking to source Canadian products and connect with the country's most exciting wellness companies.

NOW Vancouver, BC

Typically held in April

NOW Vancouver 2026 is scheduled for February

970 Exhibiting Companies

7,901 Industry Professionals

(Based on NOW Vancouver 2025 Data)

NOW Toronto, ON

Typically held in September

1,200 Exhibiting Companies

8,000+ Industry Professionals

(Based on NOW Toronto 2024 Data)

What our Global Partner say:

It was a unique experience for Hong Kong importers to explore Canada's capacity for health and functional foods, and to meet with high-potential Canadian exporters.

-Carol Cheung, Trade Commissioner, Hong Kong

CHFA Trade Show would be an excellent show for international buyers interested in sourcing new innovative products and brands from Canada. Highly recommended.

-Karen Huang, Trade Commissioner, Taiwan



A Glance at Our Diverse Community:

Food

Premium Canadian Food Selections:

Canadian food brands are known for exceptional quality and taste. Our members offer high-standard foods that meet the expectations of today's global consumers.

Trending:

Gluten-Free | Non-GMO | Organic | Vegan
Better-for-You cookies, sweets & candy
Baby food
Baked goods; Baking mix
Cereal & Oatmeal
Chips, Nuts, Crackers, Dried fruits
Functional Foods, Energy Bars
Pasta

Dietary Supplements/ Natural Health Products

Canadian Standards:

Canada is recognized globally as a leader in the regulation of Natural Health Products (NHPs). Every product approved for sale carries a Natural Product Number (NPN), which means it has met Canada's strict standards for safety, quality, and effectiveness.

Trending:

Fish oils & Omegas
Greens & Superfood Powders
Herbal Singles & Formulas
Homeopathics
Performance & Aminos
Pet Supplements & Vitamins
Pregnancy care & Postpartum care
Probiotic & Digestive supplements

Beverages

Innovative Offerings:

From functional drinks and dairy alternatives to juices, better-for-you sodas, and mindful alcohol alternatives – discover the future of healthy beverages with Canadian-made innovations.

Trending:

Alcohol Alternative
Functional Beverage
Coffee & Tea
Plant-Based Alternative
Soda & other Carbonated Beverage
Water & Sparkling Water

Personal Care

Supporting the Full Wellness Experience:

Our members offer a wide range of personal care essentials that support health-focused living. From natural skincare and eco-friendly household products—Canadian companies bring quality, innovation, and reliability to every part of the wellness journey.

Trending:

Household Cleaner
Clothing & Textiles
Natural Living
Plastic-Free & Eco-Friendly Products
Pregnancy care & Postpartum Care
Sexual Wellness & Period Care

How We Can Support You:

Seize Opportunities to Connect

Meet with top Canadian brands to bring trending products to your shelf.

Funding Available to Support Your Travel

Funding is available upon inquiry.

Contract regulatory@chfa.ca for details
Conditions and eligibility apply.

