



PRESS RELEASE

David Dubé of Krown Produce announced as CPMA's 2026-2027 Chair

May 28, 2026 (Ottawa, ON) – Canadian Produce Marketing Association (CPMA) is pleased to announce David Dubé as the 2026-2027 CPMA Chair following his appointment during the Board Meeting held concurrently with the 2026 CPMA Convention and Trade Show in Toronto.

David is known by many in the produce industry for his leadership of Krown Produce, Krown Imports and The LID Company which fall under the umbrella of parent company, Concorde Group Corp, a company he purchased in 1996.

He has served numerous boards across the for-profit and not-for-profit world, including serving the industry on CPMA's Board for years and on several committees such as the Executive Committee, Human Resources Committee, CPMA Government-Issue Management. He continues to actively mentor emerging industry leaders through CPMA's Passion for Produce program. In addition, he has chaired the Destination Inspection Service Advisory board for Western Canada for several years.

As Vice-Chair of the Board of Governors at the University of Saskatchewan, David co-founded the Global Diplomacy and Public Policy Network within the Young Presidents Organization and also the Unified Purchasing Group of Canada.

During his term as CPMA Chair, David will focus on serving members by advocating for fair and tariff-free trading environment, making healthy food affordable and accessible for everyone, and promoting consumption of fruits and vegetables to improve Canadians' health and wellness.

"It is a tremendous honour for me to serve as CPMA's 2026-2027 Chair," says David Dubé. "The produce industry has played a vital role throughout my career, shaping the business principles that have guided me as an entrepreneur and produce professional. As the industry navigates today's volatile trading environment, I look forward to working with stakeholders to advance this important priority and support its continued success."

In his role as Chair, David will be supported by the Executive Committee which consists of:

POSITION	NAME	COMPANY	SECTOR
Chair	David Dubé	Krown Produce	Wholesaler
Past Chair	Steve Bamford	Fresh Advancements	Wholesaler
1st Vice-Chair	Steve Boulianne	Metro Richelieu Inc.	Retailer
2 nd Vice-Chair	Andrea Vandergrift	Costco Wholesale Canada	Retailer
Executive Committee Member	Jeff Madu	Windset Farms	Grower/Packer/Shipper
Executive Committee Member	Stephan Schmekel	North American Produce Buyers Limited	Wholesaler



The complete CPMA Board of Directors listing can be [found here](#).

-30-

For more information, please contact:

Micken Kokonya

Manager, Communications and Market Research

Canadian Produce Marketing Association

Cell: 613 769-8742

Email: mkokonya@cpma.ca

About the Canadian Produce Marketing Association (CPMA)

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that has been supporting a diverse membership made up of every segment of the fresh produce supply chain for over 100 years. CPMA represents more than 900 member companies responsible for 90% of the fresh fruits and vegetable sales in Canada and an industry that contributes over \$18 billion to Canada's GDP annually, supports over 187,400 jobs, and improves the health and productivity of Canadians.