



**For Immediate Release**

## **The Produce Industry is going to Parliament Hill**

November 14, 2011 • Ottawa, ON - Fruits and vegetables have many positive attributes that contribute to a healthy population which, in turn, places less demand on publicly funded systems including healthcare, an issue of increasing concern as our population ages and obesity rates increase. There is opportunity for the federal government to more actively promote fruits and vegetable consumption amongst Canadians, while supporting food security and continued access to these products for all Canadians.

Members of both the Canadian Horticultural Council (CHC) and the Canadian Produce Marketing Association (CPMA) recognize the need to connect industry representatives and members of parliament in working to support both government mandate and industry needs to improve the overall health of Canadians and to address other issues of interest.

On November 22<sup>nd</sup> and 23<sup>rd</sup>, representatives of the produce industry in Canada will unite in Ottawa to strengthen their industry's voice and stimulate collaboration with government to ensure the long term sustainability of the industry and improved health of Canadians.

Industry representatives from across the produce supply chain will meet with elected officials on November 22<sup>nd</sup> and 23<sup>rd</sup>. The meetings will be complemented by a gala reception for both industry and elected representatives on the evening of the 22<sup>nd</sup>.

### **Fall Harvest Event Reception**

**Date:** Tuesday, November 22<sup>nd</sup>, 2011

**Time:** 6pm – 8pm

**Location:** Sheraton Ottawa Hotel, Rideau Room • 150 Albert Street, Ottawa, Ontario

To confirm attendance at the Fall Harvest Event Reception or to inquire about confirmed speakers, please contact:

- Kim Pham-Huy, Canadian Horticultural Council • 613-226-4880 ext. 217 • [kphamhuy@hortcouncil.ca](mailto:kphamhuy@hortcouncil.ca)
- Melanie Richer, Canadian Produce Marketing Association • 613-226-4187 ext. 226 • [mricher@cpma.ca](mailto:mricher@cpma.ca)

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### **About the Canadian Horticultural Council**

Established in 1922, the Canadian Horticultural Council is the national association representing producers, packers and storage intermediaries of a diverse assortment of over 120 fresh fruit and vegetables crops. Membership includes provincial and national horticultural commodity organizations representing more than 25,000 producers in Canada, as well as allied and service organizations, provincial governments and individual producers. The CHC's mission is an unwavering commitment to advance the growth and economic viability of horticulture by encouraging cooperation and understanding to build national consensus on key issues, thereby delivering unified and clear representation to governments and other national and international parties.

### **About the Canadian Produce Marketing Association**

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada, from the farm gate to the dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its more than 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada.