



## FOR IMMEDIATE RELEASE

### CPMA's Fruits and Veggies – Mix it up!™ campaign dishes up tasty partnership opportunities

OTTAWA, ON, July 2011 - Through an exciting new partnership with **Canadian Better Living Television**, CPMA can offer exciting sponsorship opportunities to help our members build awareness for their products and services in Canada while supporting the Fruits and Veggies - Mix it up!™ message.

**Canadian Better Living Television** is an informational half-hour series that provides Canadians, particularly busy moms and women-on-the-go, with engaging healthy lifestyle solutions. Each episode is broadcast across Canada on CTV and the Food Network.

As part of this partnership opportunity, **Canadian Better Living Television**, with hosts Dr. Marla Shapiro and Christine Diakos, will launch a series of special segments titled from **Farm Gate to Dinner Plate: Fruits and Veggies - Mix it up!™**. The video series will feature partners' brands and/or products while incorporating the principles of the Fruits and Veggies - Mix it up!™ campaign. Each segment will focus on simple and practical ways to add a variety of fruits and veggies to every meal and snack.

**Farm Gate to Dinner Plate: Fruits and Veggies - Mix it up!™** partnership options range from \$17,000CDN to \$45,000CDN and include production and dissemination of a 2 to 4 minute branded television segment, online presence and promotion, and so much more.

"We know there is significant consumer interest in both the Mix it up!™ and Freggie™ programs," said Melanie Richer, CPMA's Senior Manager of Marketing and Communications. "National partnerships like these allow us to provide our members with an opportunity to reach a ripe audience and play a vital role in spreading an important message that will have a positive impact on nutrition habits, all while promoting consumption of the products that drive their business," said Richer.

CPMA continues to provide members with an opportunity to support the Freggie™ Children's Program through the Adopt-a-School program which allows businesses to provide the complete Freggie Friday™ in-school program to a school in a region of their choice. The Freggie Friday™ In-School Program builds on elements of the Fruits and Veggies – Mix it up!™ campaign and the Freggie™ Children's Program. Freggie Friday™ is designed to encourage children to bring (and eat) fruits or vegetables for their snacks and lunches while helping the students understand the benefits of making healthy food choices that include fresh fruits and vegetables. By doing so, children will begin to learn about taking responsibility for their overall health.

Companies interested in seizing these opportunities are invited to contact Melanie Richer at 613-226-4127 x226 or via email at [mricher@cpma.ca](mailto:mricher@cpma.ca).

#### **About Fruits and Veggies – Mix it up!™**

Fruits and Veggies - Mix it up!™ focuses on simple and practical ways to add a variety of fruits and veggies to every meal and snack – at home, at school, at work, eating out or while on the go. This fun and energetic campaign promotes increased consumption of produce as part of a healthy diet and active lifestyle for the better health of Canadians.

#### **About the Freggie Children's Program**

The **Freggie™** Children's Program is the youth component of the **Fruits and Veggies - Mix It up!™** campaign. Freggie™ lives at [www.freggjetales.ca](http://www.freggjetales.ca) and encourages kids to eat their recommended servings of fruits and veggies each day and to learn and understand why it is so important for them. The website has fun games and recipes as well as the Freggie Tales Adventures™ newsletters and the popular Write to Freggie™ program.

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

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies active in the fresh fruits and vegetables market in Canada, from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transporters, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators and processors, integrating all segments of the fresh produce industry. CPMA is proud to represent over 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs. For more information about CPMA, please visit [www.cpma.ca](http://www.cpma.ca).

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