FOR IMMEDIATE RELEASE

CPMA names new president.

Dan Dempster Ron Lemaire

OTTAWA, ON, March 1, 2011 – Following an extensive and comprehensive search process, the Canadian Produce Marketing Association (CPMA) has selected a new President to succeed Dan Dempster following his retirement this spring. Alain Routhier, Chair of CPMA's Board of Directors, is pleased to announce the appointment of Ron Lemaire as CPMA's incoming President.

"We're pleased to be able to welcome a new President that brings with him a great working knowledge of our industry." said Routhier, "It was an exhaustive search and we are confident that we have found the right fit for CPMA and for our members. We look forward to working with Ron in this new capacity."

Ron Lemaire is a familiar face within the produce industry, having spent many years with CPMA before leaving in 2008. He returns to CPMA with renewed passion and will join a familiar team on April 1st, 2011.

"Since leaving CPMA, I have gained a true appreciation of what the produce industry means to me and I am excited to return to those roots and lead the organization into the future." said Lemaire, "Over the coming year, I look forward to working with my friend and mentor Danny Dempster as well as CPMA's dedicated staff and board".

Dempster announced his retirement after 34 years with CPMA, 28 as its President, in May 2010 at CPMA's 85th Annual Convention and Trade Show. Dan will officially hand over the presidential reigns on May 1st, 2011, though he will continue to work with the CPMA team, imparting the experience of his 34 years with the Association.

"Congratulations to the Executive on their choice." said Dempster, "I am confident that CPMA will be in good hands under Ron's leadership. He rejoins a great team of volunteer directors and staff that has tremendous dedication and passion for the industry and for CPMA and with whom I have been privileged to work."

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transportation, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators, processor integrating all segments of the fresh produce industry. CPMA is proud to represent over 730 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.

-30-

For more information please contact:
Lianne Wand
Manager, Marketing & Communications
Canadian Produce Marketing Association
613-226-4187 x225 / lwand@cpma.ca