

CPMA awards industry leaders at 88th Annual Convention and Trade Show

Toronto, ON, April 25, 2013 – As part of their 88th Annual Convention and Trade Show, the Canadian Produce Marketing Association bestowed two distinct sets of awards on produce industry leaders.

Convention Awards

As part of the Convention program, awards were given to industry leaders for their ongoing commitment to the produce industry in Canada – and the overall health of Canadians.

The Produce News Fresh Health Award • Bayshore Vegetables

Melanie Richer of The Produce News presented the Fresh Health Award to Hugh Bowman, CEO and owner of Bayshore Vegetable Shippers Ltd., and Learning Tree Canada's Joni Bowman, a top-selling curriculum writer.

The award is presented to an organization in acknowledgement of its efforts to promote the consumption of fresh fruits and vegetables in Canada for the better health of Canadians through support of CPMA initiatives including the Freggie™ Children's Program and Fruits and Veggies – Mix it up!®.

Hugh and Joni Bowman received this year's award in recognition of their support and the development of a comprehensive Freggie™ Curriculum package for grades 1-6, designed to encourage educators across Canada to incorporate the importance of healthy food choices – including fresh fruits and veggies - in day to day lessons. The Freggie™ Curriculum package is available via free download from www.freggietales.ca and is now in use across the country, having received more than 3,000 downloads to date.

The Mary FitzGerald Award • Stephanie Lariviere

The Mary FitzGerald Award is presented by Chiquita each year to a Canadian member of the produce industry who is under 40 years old and demonstrates the same passion and dedication Mary demonstrated throughout her career. The 2013 Mary FitzGerald Award was presented to Stephanie Lariviere, Sales and Regulatory Manager with Erie James Ltd by Les Mallard of Chiquita.

Stephanie is a third generation member of the produce industry, sharing her passion for the industry through active involvement in its many facets with particular emphasis on food safety and security.

With a passion for food safety outreach and education, Stephanie participates in numerous industry initiatives including: CPMA's Food Safety Committee, CHC's OFFS Technical Working Group, OGVG's Food Safety Committee and the CanadaGAP Stakeholder Advisory Committee, to name just a few.

In 2011, Stephanie participated in CPMA's Passion for Produce program and continues her active involvement in PFP Alumni and the Fresh Drinks programs as well as local Summer Jobs programs, recognizing the importance of mentorship in building future leaders.

CPMA Lifetime Achievement Award • Adrian Huisman

CPMA's 2013 Lifetime Achievement Award was presented to Adrian Huisman by Michael Ecker of Vineland Growers Co-Operative. Having recently retired after 48 years in the produce industry, Mr. Huisman has long been the face of the Tender Fruit Industry in Ontario and his contributions to the industry are numerous, among them:

- In 1992, he led the Tender Fruit Industry in Ontario through its transition to an open sales network of independent shippers marketing for their growers.
- His strong leadership was evident through two recent challenges: the closing of the CanGro Fruit Canning plant and the Plum Pox virus that threatened the Tree Fruit industry in the Niagara Peninsula.
 - In 2008, when the one remaining Fruit Canning Company in Canada delivered a devastating forecast for our farmers when they planned to shut down operations, move equipment to China and no longer purchase Canadian grown peaches and pears, Adrian guided our industry through the difficult transition.

- In 2000, the fruit tree industry was hit with a devastating Plum Pox virus that had the potential to wipe out every single fruit tree in the Niagara Peninsula. In co-operation with the CFIA, Adrian managed a multi-million dollar initiative that ended in the eradication of the virus.

Trade Show Awards

As part of the Trade Show program, awards were given to recognize the efforts of trade show exhibitors and product innovation.

Best Booth Award

In order to recognize Exhibitors for their efforts in creating outstanding displays and providing high-quality experience to Trade Show visitors, CPMA awarded three Best Booth Awards:

First place: EarthFresh

Second place: Mastronardi Produce Ltd.

Third place: Procyk Farms Ltd.

Best Booth Award Criteria

- Overall Booth Presentation
- Company Identity
- Product Presentation
- Design Elements
- Booth Activity
- Interpersonal Skills & Professionalism

Best New Product Award

This year's New Produce Showcase Award was given to **POM Wonderful** for their **new Hula, Mango and Coconut juices**.

Best New Product Award Criteria

- Originality & Product Appearance
- Overall Convenience & Benefits for Consumers

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 790 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