



FOR IMMEDIATE RELEASE: Produce Person of the Year, in CPMA's backyard

OTTAWA, ON, April 26, 2012 – When the Canadian Produce Marketing Association's (CPMA) 88th Annual Convention and Trade Show took place in Toronto, Ontario last week, over 3900 participants enjoyed a high quality program that featured a comfortable and distinctive blend of business, networking, development and educational opportunities with an exceptional exhibitor satisfaction rate.

As part of the Convention program, and continuing a now 41 year old tradition, the prestigious Canadian Produce Person of Year Award was presented by Shannon Shuman of The Packer (Vance Publishing) to CPMA's own Jane Proctor, Vice President of Policy and Issue Management.

Born and raised in Nova Scotia and educated at St. Francis Xavier University (1983), Jane began her professional life as an English teacher. In 1985, Jane joined CPMA and in the 28 years since then has worn many hats, among them: Receptionist, Administrative Assistant for the *Fresh for Flavour Foundation*, *Reach for it* Project Officer, Marketing Coordinator and currently Vice President, Policy & Issue Management (2008).

In 1998, Jane began to support the Association's standardization and technology efforts and soon found herself in the position as Information Technology Manager, handling such issues as efficient consumer response, electronic data interchange, retail coding, case coding, and reusable containers. In 2002, Jane became Director, Industry Technology and Standardization and in 2003, she joined industry leaders to develop best practices for global traceability initiatives, legislative activity, and lot number and traceability definitions.

"Jane Proctor is one of those unique individuals who has dedicated her life to a vocation, not just a job," said CPMA President, Ron Lemaire. "Being recognized by this industry as the Produce Person of the Year is well deserved recognition the contributions she has made over the past 28 years to better the market in Canada, and around the world!"

Jane served as the first Chair of the International Federation for Produce Standards (IFPS), as the first Chair of Can-Trace for the entire Canadian Agri-Food Constituency and, since 2009, has led CPMA's Government Issue Management Working Group and advocacy efforts. Jane also leads CPMA's Produce Traceability Initiative (PTI) efforts and is widely known as a global expert on Coding and Produce Traceability.

"It is a tremendous honour to be in the company of the past recipients, many of whom I know and who are such inspirational leaders in the industry," Jane shared. "I really believe that this award belongs not just to me but to everyone who has guided and supported me throughout my career, including my family and the countless people I've had the privilege to work with."

The Packer's Produce Person of Year Award is presented at CPMA's Annual Convention and Trade Show. Jane Proctor joins previous winners including former CPMA President Dan Dempster, John Anderson, Stephen Whitney, Doug Grant, Tom Bytynen, Beth Pattillo and 2012 winner Bernadette Hamel, among others.

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