



First CPMA Chair's Town Halls a Tremendous Success

June 24, 2015 (Ottawa, ON) - The Canadian Produce Marketing Association has been hosting town halls for the produce industry across Canada for the past two weeks. There has been a tremendous response from the industry, with 80 to 100 participants on average in each region. Town Halls covered important issues to members and partners ranging from increasing consumption of fruit and vegetables to food safety. Town Halls also featured moderated retail panels with industry leaders from major grocery chains.

“We are thrilled by the positive response from the industry,” said Mike Furi, 2015/2016 CPMA Chair. “The success of these sessions shows us that our members need more than an Annual Convention and Trade Show, they also need small concentrated events across Canada to have their voice heard. The more input we have from our members, the better we can respond to their needs and concerns. I am overjoyed by the success of these events and we look forward to hosting more in 2016.”

“The Town Halls have given us an opportunity to meet members face to face in a casual setting,” added Ron Lemaire, CPMA President. “We got lots of great feedback and positive response to our current activities which reinforces the programs we are currently running while giving us ideas for the future.”

These free informal industry meetings were meant to provide members and non-industry partners with information on core issues impacting their businesses and communities today. Events were hosted across Canada starting in Wolfville, Nova Scotia, followed by Montreal, Quebec, Leamington, Ontario, Winnipeg, Manitoba, and Calgary, Alberta. The CPMA will wrap up the Town Halls tomorrow in Vancouver, British Columbia.

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About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, 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 farm gate to 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 members.