



For Immediate Release

December 6, 2011 • Ottawa, ON – The Canadian Horticultural Council (CHC) and the Canadian Produce Marketing Association (CPMA) hosted representatives from across the produce supply chain in Canada. Participants engaged in a series of meetings with select Members of Parliament (MPs) from across the country, as well as with Revenue Minister Gail Shea and Agriculture and Agri-Food Minister Gerry Ritz.

Representing the diversity of the Canadian produce industry and to strengthen the industry's voice and stimulate collaboration with government, discussions included biosecurity, financial risk mitigation and the impact of the produce industry on the health of Canadians. MPs were engaged and encouraged more frequent interaction with the produce industry in order to foster better understanding and improved cooperation.

"The MPs we met with were interested in the issues we brought to their tables," said Tom Bytynen of ThomasFresh (Calgary, AB) and CPMA Chair. "It is encouraging to see their engagement and to look ahead at working together to support both government and industry mandates to improve the overall health of Canadians and as we address other issues of interest."

The meetings were held over two days, November 22 and 23, and complemented by a gala reception for both industry and elected representatives on the evening of the 22nd. Following the event, CPMA and CHC donated over 270lbs of fresh fruit and vegetables to The Ottawa Food Bank.

Preparations are already underway to build on the momentum next year. "We're encouraged by the response we received," said CHC President Jack Bates. "We're looking forward to building on the relationships we've forged on behalf of our memberships and our industry".

About the Canadian Horticultural Council

Established in 1922, the Canadian Horticultural Council is the national association representing producers, packers and storage intermediaries of a diverse assortment of over 120 fresh fruit and vegetables crops. Membership includes provincial and national horticultural commodity organizations representing more than 25,000 producers in Canada, as well as allied and service organizations, provincial governments and individual producers. The CHC's mission is an unwavering commitment to advance the growth and economic viability of horticulture by encouraging cooperation and understanding to build national consensus on key issues, thereby delivering unified and clear representation to governments and other national and international parties.

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (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 the farm gate to the 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 more than 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada.

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For more information, please contact:

- Lianne Wand, Canadian Produce Marketing Association • 613-226-4187 ext. 225 • lwand@cpma.ca
- Kim Pham-Huy, Canadian Horticultural Council • 613-226-4880 ext. 217 • kphamhuy@hortcouncil.ca



*Canadian Horticultural Council
9 Corvus Court
Ottawa, ON, K2E 7Z4
613-226-4880*

*Canadian Produce Marketing Association
162 Cleopatra Drive
Ottawa, ON, K2G 5X2
613-226-2984*