



Canadian Produce Industry has successful meetings on Parliament Hill

November 24, Ottawa — On November 18 and 19, industry leaders representing the Canadian Produce Marketing Association (CPMA) and Canadian Horticultural Council (CHC) met with over 40 Parliamentarians and civil servants in Ottawa to discuss the key issues currently affecting the Canadian fresh fruit and vegetable sector.

Some of the key issues addressed included financial protection for produce sellers and a national fruit and vegetable nutrition policy. These meetings were essential for the industry to address key areas that impact the health of the industry and of Canadian consumers. The CPMA and CHC also hosted a reception at the Three Brewers for MPs and staff that was very well attended – participants were even given a bag of fresh produce to bring home!

“All Canadians benefit from a strong and vibrant produce sector, which ensures the health and variety of our fruits and vegetables. Members of Parliament understood this and were very committed to continuing their work with both industry associations and those growers or shippers who operate within their ridings,” stated Bernadette Hamel, Chair, Canadian Produce Marketing Association.

“Many key officials were keen to discuss our issues, which shows the importance of our industry at the national level. We re-emphasized at every meeting that the federal government needs to implement a PACA-like trust in response to the United States’ removal of PACA preferential Canadian access in order to protect the wellbeing of the industry,” Keith Kuhl, President, Canadian Horticultural Council. “We also discussed the need for a national fruit and vegetable nutrition policy to drive Canadians to eat more fruits and vegetables. Most Canadians aren’t eating enough produce and we need the federal government to take leadership in establishing a policy to improve the health of our population.”

In addition to providing a diverse supply of healthy food for Canadian consumers, Canada’s fresh fruit and vegetable sector makes an important contribution to national economic output and employment. In 2013, the fresh fruit and vegetable sector supported 147,900 jobs and created \$11.4 billion in real GDP.

After another successful year, planning for 2015 has already begun. The CPMA and the CHC look forward to yet another successful partnership for Fall Harvest 2015.

-30-

For more information please contact:

Vanessa Sherry, Communications Manager
Canadian Produce Marketing Association



FALL HARVEST MOISSON D'AUTOMNE

Meetings on the Hill
Rencontres sur la colline



613-226-4187 ext. 225 / vsherry@cpma.ca

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 cover various industries, integrating all segments of the fresh



Canadian
Horticultural
Council

produce industry, including major growers, shippers, packers and marketers; importers and exporters; transportation and logistics, brokers, distributors and wholesalers; retailers, fresh cuts and foodservice distributors, operators and processors. CPMA is proud to represent over 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada.

The Canadian Horticultural Council (CHC), a voluntary, not-for-profit association, represents over 20,000 producers across Canada primarily involved in the production and packing of over 120 fruit and vegetable crops. Members include provincial and national horticultural commodity organizations as well as allied and service organizations, provincial governments and individual producers.



CANADIAN PRODUCE
MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture