



[Date]

[Name]

[Title]

[Address]

RE: The Fresh Produce Industry and the 2019 Federal Election

Dear [Name],

I am writing to you today on behalf of the Canadian Produce Marketing Association (CPMA) to raise with you some of the key issues affecting the fresh produce industry and how you can keep this industry thriving in your riding and across the country. By way of background, CPMA has represented the fresh fruit and vegetable industry for 94 years and its membership is comprised of all segments of the supply chain, from farm gate to dinner plate. CPMA boasts over 850 members who account for 90% of fresh fruits and vegetables sold in Canada. The fresh fruit and vegetable supply chain contributes over \$17 billion to Canada's GDP and supports over 249,000 jobs from coast to coast to coast.

This election presents political parties of all stripes the opportunity to unleash the economic potential of Canada's agri-food sector, including the fresh fruit and vegetable industry. Canada has set ambitious growth targets, domestic and export targets, and is uniquely positioned to help feed the world, provided the next government creates the conditions for success for our industry. To that end, CPMA proposes a number of concrete measures you and your party can take to enable and bolster Canada's fresh fruit and vegetable industry:

- Create a Perishable Agricultural Commodities Act (PACA)-like trust to ensure financial protection for fruit and vegetable farmers;
- Establish a Trusted Employer pilot program for the Temporary Foreign Workers Program (TFWP) Agriculture Stream and the Seasonal Agricultural Worker Program (SAWP);
- Include pack houses that do not have on-farm operations as part of the new definition of primary agriculture, which will determine future eligibility under TFWP Agriculture Stream and SAWP;
- Increase the capital assets limit of the Small Business Deduction to ensure that Canadian small businesses remain competitive;
- Develop a long-term agriculture and agri-food data strategy to empower Canadian industry to seize market opportunities and grow the economy;
- Commit to the creation of a National Food Policy Council comprised of stakeholders from government, industry, civil society, and academia;
- Invest in crop protection reform and modernization to reduce trade barriers and maintain the health of consumers;
- Work collaboratively with the provinces and territories to harmonize spring weight restrictions on highways across the country.

Combined, these measures will grow the fresh fruit and vegetable industry and allow it to thrive for generations to come. You can find our full Platform Development Brief online at cpma.ca for more information on each of these proposals. We have also shared our Platform Development Brief with all political parties and their respective Platform Development Committees.

I thank you in advance for considering our recommendations and I wish you the best of luck in the upcoming election. To those retiring as Members of Parliament, thank you for your public service and your commitment to a stronger and more prosperous Canada.

Sincerely,

Ron Lemaire
President