



KEY MESSAGING FOR INDUSTRY – PRIORITY FOR FOOD SECTOR WORKERS IN VACCINATION PLANNING

TALKING POINTS:

When in doubt, think Connect (why is it important to YOU?), Contrast (what's missing?), Solve (how can the government help?)

If nothing else, we want government representatives to remember:

- **Connect:** As the pandemic continues to impact us, Canadians can still count on our essential food supply chain workers to be on the frontlines of the COVID-19 response.
- **Contrast:** Now that a number of vaccines for COVID-19 have been developed and approved, it is crucial that it be available to all Canadians, with vaccine prioritization among key population groups.
- **Solve:** The government should take into consideration the critical nature of food sector workers and prioritize these workers in COVID-19 vaccination planning, while also working to ensure the availability of rapid testing for essential workers in our sector.
- **Recognize:** Frontline workers, healthcare, seniors are key population groups requiring prioritization of the vaccine. The produce industry is not asking to jump the queue but would encourage provincial government to recognize the importance of protecting the workforce that feeds Canadians in their vaccination planning.