



PRESS RELEASE

CPMA Announces Half Your Plate Partnership with 2020 Olympic Team Qualifier Florence Maheu

January 16, 2020 (Ottawa, ON) – CPMA is delighted to announce a new partnership with 2020 Olympic team qualifier in kayak, Florence Maheu. Maheu will be promoting the [Half Your Plate](#) initiative in competition on her boat and in her day-to-day activities through her personal social media.

Florence Maheu, of Salaberry-de-Valleyfield, Quebec, is a five-time Canadian senior champion and one-time Canadian under-23 champion. She has represented Canada at three senior world championships and five under-23 world championships. Her top result on the ICF World Cup circuit was an 13th place finish in Slovakia in 2018. On January 14, 2020, Maheu was officially announced as having qualified for the 2020 Olympic Games in Tokyo, Japan.

Over the next year, Maheu will be activating on her social media channels to promote the Half Your Plate message, including sharing easy recipes, tips on filling Half Your Plate and other fresh ideas.

“To fuel my daily life, whether it’s for training or just to get through a busy day, I need fruits and vegetables, and I always make sure I’m filling half my plate with them” said Maheu. “Many people don’t realize how much of a difference it makes to fill Half Your Plate with fruits and vegetables. It’s such an easy thing to do to help you live a healthier lifestyle, and I’m looking forward to spreading this valuable message as a Half Your Plate ambassador.”

“We are thrilled to have Florence join our team as an ambassador for the Half Your Plate movement,” said Ron Lemaire, CPMA President. “She embodies the Half Your Plate initiative through sport and life, making her a tremendous role model for all. We look forward to cheering her on as she shares this message in pursuit of her dreams on the global stage at the 2020 Olympic Games.”

Follow Florence on Instagram ([@florencemaheu](#)) and Facebook ([Florence Maheu](#)), and follow Half Your Plate on Instagram ([@halfyourplatecanada](#)), Twitter ([@HalfYourPlate](#)), Facebook ([Half Your Plate / @halfyourplate](#)), Pinterest ([Half Your Plate](#)), and YouTube ([Half Your Plate](#)), and visit [HalfYourPlate.ca](#) for recipes, shopping tips, videos and everything you need to know to fill Half Your Plate with fruits and vegetables at every meal.

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About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.

About the Half Your Plate initiative:

The Canadian Produce Marketing Association, the Heart and Stroke Foundation, the Canadian Public Health Association and the Canadian Cancer Society partnered in 2014 to create the Half Your Plate initiative with the goal of improving fruit and vegetable consumption in Canada. These organizations, widely respected for their role in health promotion and disease prevention through healthy eating education, proudly support the Half Your Plate messaging. The success of Half Your Plate hinges on a team effort, including a network of public health practitioners, all sectors of the produce industry, media and more – to spread the word to all Canadians about the role fruits and vegetables play in a healthy lifestyle. If you're a health practitioner who wants to learn more about getting our promotional materials, [please contact us](#).