



PRESS RELEASE

CPMA calls on Government of Canada to ratify CUSMA

January 16, 2020 (Ottawa, ON) – CPMA today renewed its call for the Government of Canada to take swift action to ratify the Canada-United States-Mexico Agreement (CUSMA).

Following the passage of the Agreement in the United States Senate, CPMA sent a letter to Canadian Prime Minister Justin Trudeau, calling for Canada to follow with its own timely ratification process.

“Since the implementation of the previous NAFTA in 1994, Canadian fresh fruit and vegetable exports to Mexico and the U.S. have increased by approximately 396%,” wrote CPMA President Ron Lemaire. “This growth is indicative of the importance of tariff-free trade and the integration of our marketplace within North America and within the fresh produce industry.”

CPMA also noted that the integrated North American produce supply chain is an important tool in ensuring that Canadian consumers have a consistent and diverse supply of fresh fruit and vegetables year-round. Continued access to these products is essential to increasing domestic consumption and helping Canadians meet Canada’s Food Guide’s recommendation to fill half their plates with fruits and vegetables.

“The previous NAFTA has been a tremendous success for the fresh fruit and vegetable industry,” concluded Lemaire. “We strongly urge the Government of Canada to take immediate action to ratify this Agreement to facilitate a strong fresh produce industry for generations to come.”

[Read the full CPMA letter here.](#)

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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.