



PRESS RELEASE

CPMA launches updated online courses

February 17, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is pleased to announce the launch of its updated suite of online education programs. Hosted on an easy-to-use platform, CPMA’s online courses feature a curriculum that has been refined to enhance the skills of members of the fresh produce sector including produce managers, store clerks, buyers, analysts, and warehouse and sales staff.

The courses are accessible remotely whether at the office, in the store or at home.

" We are excited to make these online courses available to our members and the entire produce sector," said CPMA President Ron Lemaire. "CPMA is committed to advancing the entire fresh produce industry. Our courses have been designed by produce professionals to provide those working in the sector with knowledge and resources required to keep the supply chain running smoothly."

The courses include:

- **Produce Basics:** It covers key topics that provide staff with a broader understanding of their role within the produce industry including food safety, identification and labelling, storage and handling of fruits and vegetables.
- **Produce Essentials:** Consists of five micro-courses that are now offered separately. They cover the main areas of business operations such as logistics, production practices, sales and marketing, food safety and quality assurance, sustainability and social license.

CPMA’s online courses are available in both English and French. To learn more and register, visit <https://cpma.ca/education/online-learning>.

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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.