



PRESS RELEASE

CPMA applauds appointment of Larry McIntosh as member of the Canadian Food Policy Advisory Council

February 22, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) congratulates Larry McIntosh on his appointment as a member of the Canadian Food Policy Advisory Council (Advisory Council). Launched on February 19, 2021, the Advisory Council will advise the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, on current and emerging food-related issues that impact Canadians.

Larry has dedicated most of his career working in the produce industry. He has held several senior leadership roles including Chair of the Board of Directors of CPMA, Food and Beverage Manitoba, and the Winnipeg and Manitoba Chambers of Commerce. His contributions have been recognized with several prestigious awards including the Golden Carrot Award, the Agri-Marketer of the Year Award, the Queen Elizabeth II Diamond and Golden Jubilee Medals, and the Canadian Red Cross Humanitarian of the Year Award.

“We are delighted with Larry’s appointment to the Advisory Council,” said Ron Lemaire, CPMA President. “At CPMA, we’ve had a chance to work closely with Larry and have experienced firsthand his leadership and commitment to advance the produce sector. His extensive experience in the food sector as well as his passion to promote healthy lifestyle, reduce food wastage and end hunger will be of great benefit to the Advisory Council.”

The Advisory Council is the central piece of the [Food Policy for Canada](#). Larry McIntosh is one of the 23 newly appointed members whose expertise will support Government’s efforts to build a sustainable food system for all Canadians.

-30-

For more information, please contact:

Micken Kokonya

Manager, Communications and Market Research, Canadian Produce Marketing Association

Telephone: 613-226-4187 x225 | Cell: 613-878-3312

Email: mkokonya@cpma.ca

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.