



PRESS RELEASE

CPMA Statement on Canada's Agriculture Day 2021

February 23, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is proud to celebrate Canada's Agriculture Day 2021. Canada's Agriculture Day is an important occasion that highlights the significance of the agricultural sector in our country by connecting Canadians with food and those who produce it.

"We are pleased to join other industry partners in marking Canada's Agriculture Day," said Davis Yung, Chair of the CPMA Board of Directors. "Agriculture is an essential sector that plays a vital role providing Canadians with food to feed their families. At CPMA, we are looking forward to collaborating with all levels of government to support members of this industry."

"Canada's Agriculture Day is a special day that invites us all to acknowledge those who produce the food we eat," said CPMA President Ron Lemaire. "The current pandemic has shed some light on the importance of our industry. This year, CPMA will dedicate its efforts to finding tools and resources to sustain the growth of the fresh produce sector while collaborating with industry members and partners to provide Canadians with safe fruits and vegetables."

CPMA continues to work closely with the Government on several important files, including [Food Policy for Canada and Canada's Food Guide](#), implementation of the [Safe Food for Canadians Regulations](#), and discussions on setting up financial defense mechanisms for members of the fresh produce sector.

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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.