



## PRESS RELEASE

### CPMA responds to Federal Budget 2021

April 20, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is pleased to see that Canada’s economic recovery from the COVID-19 pandemic is the focus in Federal Budget 2021, released yesterday. Budget 2021 includes a number of measures that were recommended by CPMA in its pre-budget submissions to government, including: the extension of the Canada Emergency Wage Subsidy and the Canada Emergency Rent Subsidy, additional supports for the Temporary Foreign Worker program, as well as investments in infrastructure and innovation initiatives.

“Agriculture, including the fresh produce industry, continues to be a major contributor to Canada’s GDP, and will be critical to this country’s successful economic recovery from COVID-19,” said CPMA President Ron Lemaire. “We are pleased to see that the government recognizes the importance of our sector to communities across Canada.”

At the same time, CPMA was disappointed that one of its major recommendations, the implementation of a financial protection mechanism for produce sellers, was not included in the federal budget. CPMA has consistently reiterated the importance of this tool as an opportunity to address gaps in market stability, financial protection, trade and food security, with no cost to the government.

“While we appreciate the federal government’s focus on COVID-19 recovery, the failure to implement a financial protection mechanism in the form of improved bankruptcy protections remains a critical gap for Canadian fresh produce sellers,” said Lemaire. “Especially as we navigate the third wave of the pandemic and look to transition into economic recovery, it is crucial that the government provide all possible no-cost safeguards for our essential supply chain and ensure Canadians can continue to access fresh fruit and vegetable products for their families.”

Other highlights from Federal Budget 2021 for the fresh produce sector include:

- Introduction of a new Canada Recovery Hiring Program for employers that continue to experience declines in revenue due to the COVID-19 pandemic;
- \$960 million for a new Sectoral Workforce Solutions Program;
- \$140 million to top up the Emergency Food Security Fund and the Local Food Infrastructure Fund;
- Additional \$200 million in funding to support on-farm climate action under the Agricultural Climate Solutions program;
- A 50% reduction in general corporate and small business income tax rates for businesses manufacturing zero-emission technologies;
- Additional \$1 billion to accelerate the rollout of broadband projects under the Universal Broadband Fund;

- Launch of the Canada Digital Adoption Program to support small and medium-sized businesses in adopting digital technologies; and
- More than \$700 million for the Canada Border Services Agency to modernize our borders.

To learn more about Federal Budget 2021, visit [www.budget.gc.ca](http://www.budget.gc.ca).

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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.