

## PRESS RELEASE

### Canadian produce industry to hold virtual Farm to Plate advocacy event

April 28, 2021 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) and Canadian Horticultural Council (CHC) will hold a virtual format of their Farm to Plate advocacy event on May 31 and June 1, 2021. Farm to Plate is an annual event that gives produce industry members a chance to meet with Parliamentarians, Senators, and other key government officials, to discuss critical issues impacting the Canadian fresh fruit and vegetable sector.

This year's edition of Farm to Plate will focus on how the federal government can support our industry now and ensure its success in a post-pandemic world. Topics of discussions will include establishing a financial protection mechanism, supporting industry's sustainability efforts, improving access to labour, and much more.

"The produce supply chain plays a vital role in providing Canadians with safe and healthy food," said Ron Lemaire, CPMA President. "Farm to Plate is an important platform that allows our industry members to engage with their leaders and voice their concerns. We are looking forward to having productive discussions with government officials about tangible solutions to support our industry."

"After an extremely challenging year for Canadian fruit and vegetable growers we are all looking forward to better times ahead," said Rebecca Lee, CHC Executive Director. "This event is an opportunity for conversations and learning around the government action needed for our sector to move forward and thrive again."

To participate in Farm to Plate 2021, CPMA and CHC members are invited to [register by May 26](#).

[Learn more](#) about Farm to Plate 2021.

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**FARM TO PLATE**  
**DE LA FERME À L'ASSIETTE**  
Produce and Politics  
Fruits, légumes et politiques



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### **About the Canadian Produce Marketing Association**

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.

### **About the Canadian Horticultural Council**

The Canadian Horticultural Council is an Ottawa-based voluntary, not-for-profit, national association that represents fruit and vegetable growers across Canada involved in the production of over 120 different types of crops, with farm cash receipts of \$5.4 billion in 2017. Since 1922, CHC has advocated on important issues that impact Canada's horticultural sector, promoting healthy, safe and sustainable food, and ensuring the continued success and growth of our industry.