



## PRESS RELEASE

### CPMA and CHC host a successful virtual Farm to Plate event

June 3, 2021 (Ottawa, ON) – Earlier this week, the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) held their virtual spring advocacy event, Farm to Plate 2021, which brought together produce industry representatives and Parliamentarians to discuss issues impacting the fresh fruit and vegetable sector.

This year's edition of Farm to Plate focused on finding solutions to support the industry now and in the post-pandemic world. Industry members engaged with federal government leaders on key areas of concern including establishing a financial protection mechanism for produce sellers, supporting industry's sustainability efforts, improving access to labour, and addressing growers' needs for crop protection.

The event attracted 41 industry members from six provinces, who met with more than 50 elected representatives and government officials, including members of both the House of Commons and the Senate, as well as representatives from each of the four major political parties. Participants had the opportunity to have high-level discussions with MP Neil Ellis, Parliamentary Secretary to the Minister of Agriculture and Agri-Food, and Dr. Siddika Mithani, President of the Canadian Food Inspection Agency. Other notable conversations took place with senior officials at Agriculture and Agri-food Canada, advisors to Ministers Marie-Claude Bibeau and Carla Qualtrough, and the Chairs of the House of Commons Standing Committee on Finance and the Senate Standing Committee on Agriculture and Forestry.

"From the farm gate to the dinner plate, the fresh fruit and vegetable sector has been greatly impacted by COVID," says Jan VanderHout, CHC President. "Farm to Plate 2021 was a key opportunity for our members to relay the extent of this impact directly to decision makers and to have meaningful and productive conversations about what solutions are needed for our industry to function at full capacity again."

"Our Farm to Plate advocacy event provides produce industry members with unique opportunities to connect with their federal leaders and voice their concerns," says Guy Milette, CPMA Chair. "Our discussions with government leaders regarding the challenges facing our industry and the Government's actions that can ensure Canadians have consistent access to a supply of safe and nutritious fresh produce were well received. We look forward to collaborating with the Government to position our industry for success as we transition out of the COVID-19 pandemic."



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



CPMA and CHC would like to thank the [Farm to Plate 2021 sponsors](#) and look forward to their next joint advocacy event, Fall Harvest, which will be held in fall 2021.

-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](mailto:mkokonya@cpma.ca)

Delaney Seiferling  
Canadian Horticultural Council  
Telephone: 306-321-7533  
Email: [mailto:delaney@colesag.com](mailto:mailto:delaney@colesag.com)

**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.