

Dear PMA members,

The PMA Board of Directors has taken a position supporting the North American Free Trade Agreement (NAFTA) as it has significantly grown trade among the three countries: Canada, Mexico and the United States.

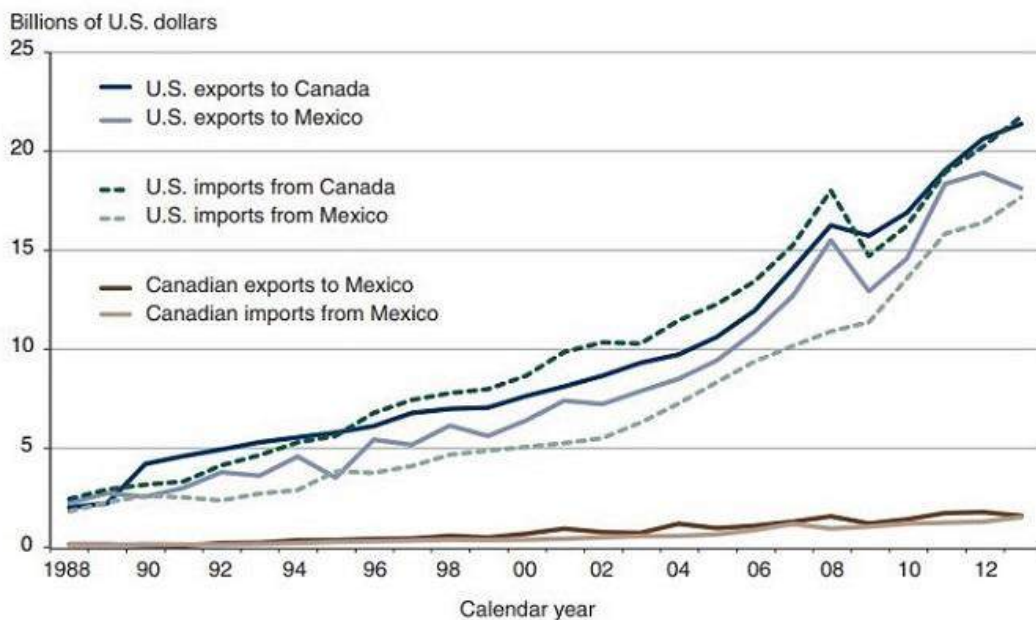
At Fresh Summit, I unveiled PMA's new vision, which I see as inspirational and aspirational. This vision guides our decisions and shapes our actions: "Bringing together the global produce community to grow a healthier world." That "healthier world" includes greater consumption, of course, and it also envisions healthy, strong, growing member companies.

With that filter in mind, the PMA Board of Directors has taken the following position regarding NAFTA modernization. This position reflects the input from many of you in the global community of fresh fruit, vegetable and floral industries.

The Produce Marketing Association (PMA) represents the global produce and floral supply chains by fostering an interconnected community of people and ideas that stimulates demand and cultivates a healthier world. We are the only association to bring together all parts of the produce and floral world and all parts of the supply chain in this pursuit. As such, we recognize the critical role NAFTA has played in growing consumption of fruits and vegetables in Mexico, Canada and the United States. Therefore, our highest priority in the modernization of NAFTA is the preservation of NAFTA. We support proposals that advance free and fair trade in such a way that they do no harm.

As we have listened to the many sides of this issue, we have seen that there is a predominant belief that NAFTA has been beneficial overall, especially when we look at trade growth in the three NAFTA countries.

Intraregional agricultural trade has experienced tremendous growth during the CUSTA-NAFTA period



CUSTA= Canada-U.S. Free Trade Agreement. NAFTA = North American Free Trade Agreement.
Source: USDA, Economic Research Service, using U.S. trade data from U.S. Department of Commerce, Bureau of the Census, *Foreign Trade Statistics*, as presented by USDA/FAS (2014a), and Canadian trade data (for Canada-Mexico trade) from Statistics Canada, CATSNET Analytics (2014).

One of the reasons we come together as an association is to work collectively to make our challenges smaller and our opportunities larger. We believe that trade and consumption engendered and supported by NAFTA, outweighs the potential harm from withdrawing altogether.

For more information about NAFTA, you can visit the [PMA article on this topic](#).

As the NAFTA modernization enters its fifth round of negotiations in Mexico City this week, the issues remain fluid and we will continue to monitor those negotiations. And we will continue to listen to you. We are open and receptive to your thoughts on this or any other matter.

Regards,

Jin Ju Wilder, PMA Chair
LA & SF Specialty

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