

**“Taste of California” chef challenge dinner in Monterey at CPMA’s Semi-Annual Board Meetings a  
Tremendous Success**

At CPMA’s Semi-Annual Board of Directors Meetings this month in Monterey, CPMA hosted their first ever “Taste of California” to highlight the exceptional produce of the Salinas Valley. The event challenged three local chefs to prepare a nutritious *Half Your Plate* inspired meal featuring fresh produce from our sponsors.

“This dinner was a great opportunity to spread the Half Your Plate message while enjoying the variety of produce the Salinas Valley has to offer,” said CPMA Chair Rick Alcocer. “As first American Chair of CPMA, I look forward to a fruitful year of engagement between our two countries.”

Reinforcing its NAFTA message of “do no harm” during current negotiations and to enjoy the hospitality of our industry, CPMA was also pleased to welcome California politicians to the event. In attendance were the California Undersecretary of Food and Agriculture, the Monterey Assistant Agricultural Commissioner, a member of Monterey City Council, the former Mayor of Salinas, a representative of from a State Assembly member’s office and a representative from the Canadian Consulate in San Francisco.

Three local chefs Todd Fisher from Folktales Winery, Tony Baker of Montrio, Jeremiah Tydeman from Seventh and Dolores participated in the event. Chef Jeremiah took the prize with his delicious prime NY steak, melted avocado, harissa cauliflower “couscous”, horseradish and artichoke gratin, shaved celery and cilantro salad.

CPMA would like to thank the event sponsors for their support and contribution of fresh produce: Boskovich Farms, Inc., California Avocados, California Strawberry Commission, Dole Fresh Vegetables, Duda Farm Fresh Foods, Ocean Mist Farms, Sunkist Growers, Inc., Tanimura & Antle and Taylor Farms.

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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 of 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.