

The Canadian Produce Marketing Association and The Wilson Center host successful NAFTA event

(Washington, DC) September 18th, 2017 - The Canadian Produce Marketing Association (CPMA), in collaboration with the Canada Institute at The Wilson Center, hosted a successful panel discussion and reception today in Washington, D.C. to discuss NAFTA and its impact on the fresh produce industry. The event was well attended by members of the fresh produce industry and government officials from all three NAFTA countries.

"Today's panel discussion highlights the importance of NAFTA for the fresh produce industry. After years of collaboration and innovation, our North American supply chains are now highly integrated providing high quality, nutritious and safe food for North American consumers year-round," stated Ron Lemaire, CPMA President.

The panel, comprised of industry and government representation from each NAFTA country, discussed issues of concern, collaboration and the path forward for each country during negotiations. The event was the perfect opportunity for representatives from all three countries to engage in meaningful dialogue with attendees.

"As a business owner and grower, it is clear that NAFTA benefits all three countries. NAFTA 2.0 is an opportunity for us to modernize and strengthen this vital trading relationship," said Jan VanderHout, Ontario Fruit and Vegetable Growers' Association Chair.

CPMA has been engaged in NAFTA discussions at both the federal and international level, with plans to continue advocating to ensure that the needs of the Canadian industry and consumers are met. CPMA believes that NAFTA has been a tremendous success for the fresh fruit and vegetable industry and that a renegotiated NAFTA has the potential to further increase trade across the continent. For more information on CPMA's NAFTA advocacy efforts, please consult [CPMA's NAFTA information page](#).

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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 and is 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.