



FALL HARVEST 2017 – Meetings on the Hill INDUSTRY'S OPPORTUNITY TO IMPACT PUBLIC POLICY

On November 6 to 8, join members of the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) for three days of focused advocacy work on Parliament Hill.

Two key issues currently on government agendas will impact the entire produce supply chain in Canada – the creation of a National Food Policy and trade issues such as the renegotiation of NAFTA. It is crucial that the produce industry reaches out to government to ensure its needs are recognized.

Our meetings are proven to work. Last year, we focused on labour issues. Two months later, the government announced important changes to the Temporary Foreign Worker Program, including the elimination of the four-in, four-out rule. We are planning for a similar degree of traction this year, as we discuss trade and food policy issues.

Industry teams will meet with elected officials and high level civil servants to communicate our message. Your participation as a delegate or sponsor is the key to success in elevating the voice of the produce industry above the many vying for the attention of our government. Please see the attached agenda and registration form for further details and don't hesitate to contact CPMA or CHC if you would like further information.

Make the voice of the produce industry resonate on Parliament Hill. Participate in Fall Harvest 2017.

Sincerely,

Ron Lemaire, CPMA President

Rebecca Lee, CHC Executive Director



FALL HARVEST – Meetings on the Hill – DRAFT AGENDA

Monday, November 6 to Wednesday, November 8, 2017

Sheraton Hotel, 150 Albert Street, Ottawa ON K1P 5G2

DATE	AGENDA ITEM	TIME
Day 1 November 6*	Welcome remarks and introductions	1:00 p.m. – 1:10 p.m.
	Summa presentations and policy statements overview	1:10 p.m. – 2:10 p.m.
	Team Preparation	2:10 p.m. – 2:55 p.m.
	Coffee break	2:55 p.m. – 3:10 p.m.
	Team prep and practice with Summa Strategies	3:10 p.m. – 5:00 p.m.
	CPMA/CHC hosted dinner	5:30 p.m. – 8:00 p.m.
Day 2 November 7	Breakfast and meeting prep	7:00 a.m. – 8:00 a.m.
	Meetings with MPs and key officials	9:00 a.m. – 5:00 p.m.
	Attend Question Period**	1:45 p.m. – 3:00 p.m.
	FH Reception with Chef Michael Smith	6:30 p.m. – 9:00 p.m.
Day 3 November 8	Self-hosted time for participants	8:00 a.m. – 12:00 p.m.
	CPMA/CHC hosted lunch	12:00 p.m. – 1:00 p.m.
	Meetings with MPs and key officials	1:00 p.m. – 5:00 p.m.

Please Note: All participant-only events occur at The Sheraton Hotel, 150 Albert Street, Ottawa. Locations for individual team meetings with MPs can be found on the Team Schedule.

**All Fall Harvest participants are required to attend the events on November 6.*

***Space is limited and tickets will be distributed to the first 30 participants.*



FALL HARVEST MOISSON D'AUTOMNE

Meetings on the Hill
Rencontres sur la colline

Fall Harvest 2017 – Meetings on the Hill Hotel and Registration Form

Yes, I want to contribute my voice to the future of our industry and will participate in the meetings to occur with elected officials in Ottawa on November 6 to 8.

I will contact my Member of Parliament (include MP name and riding name):

at their constituency office to encourage a meeting and ask that CHC or CPMA contact their Ottawa office to follow up. **Please do not book the meeting itself and allow CHC or CPMA to book the meeting time to avoid scheduling conflicts.**

REGISTRATION:

Name: _____

Company: _____

Tel.: _____ Email: _____

Allergies: _____

Please Check: CPMA Member CHC Member

HOTEL ACCOMMODATION (Sheraton Ottawa, 150 Albert St, Ottawa, ON K1P 5G2)

Please complete this section if you require hotel accommodation. Note: You will be responsible for your accommodation costs as well as all your incidental charges.

Arrival Date: _____ Departure Date: _____

Room Rate: \$175.00 per night + taxes Starwood Preferred #: _____

Payment: Visa MasterCard Amex CCV: _____ Expiry: _____

Card Number: _____

Name Card Holder: _____

Special requirements: _____

Please complete and return this form to Nicole Jeffrey by email at njeffrey@cpma.ca by **Wednesday, October 11th, 2017** to ensure availability as space is limited.



CANADIAN PRODUCE
MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES



Canadian
Horticultural
Council | Conseil
canadien de
l'horticulture



FALL HARVEST MOISSON D'AUTOMNE

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FALL HARVEST 2017 SPONSORSHIP

To support success, we are offering two sponsorship options: a \$3,000 Fall Harvest sponsorship or a \$5,000 sponsorship to be split between Fall Harvest and our spring 2018 MP event. Sponsorships help defray the costs of meeting space downtown, communications and marketing, AV, a reception featuring Chef Michael Smith, which has proven to be a huge draw in the past at attracting parliamentarians to our cause, and other event expenses.

In recognition of your support, you will receive:

- Prominent recognition with your logo on key promotional material and on-site signage;
- Two tickets to the November reception with Chef Michael Smith;
- One ticket to the spring MP dinner (\$5,000 level sponsors only);
- Recognition in *Produce Now*, CPMA's monthly e-bulletin, and *HortShorts*, CHC's e-bulletin; and
- Recognition through CPMA and CHC's various social media channels.

Most important, your contribution will allow Fall Harvest participants to positively influence key decision makers on behalf of Canada's fruit and vegetable industry. Without your help, we will not get the face time or logistical support we need.

Please support CPMA & CHC Advocacy events by pledging your donation today.



FALL HARVEST 2017 SPONSORSHIP FORM

___ **YES!** Our organization wants to be a part of this event and commits to its success.

Sponsorship:

- \$3,000 in support of Fall Harvest; or
- \$5,000 to support Fall Harvest and Spring Event for MPs

Company name

Contact

Address

City

Province/State

Postal code/ZIP code

Country

Telephone

Ext

Email

FOR INVOICING PURPOSES

Please indicate how you would like to receive the invoice: Email Mail

To the attention of

Email

Address

City

Province/State

Postal code/ZIP code

Country

Sponsor signature

Please return this form to: Jennifer Oakley, Manager, Market Development

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