



PRESS RELEASE

CPMA names Minister Heath MacDonald as its 2026 Produce Champion

July 14, 2026 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is proud to recognize The Honourable Minister of Agriculture and Agri-Food, Heath MacDonald, as its 2026 Produce Champion.

CPMA's annual Produce Champion award is presented to a Member of Parliament or Senator who has shown exceptional support for the industry and demonstrated a strong commitment to advancing key priorities on Parliament Hill.

"Heath MacDonald has been a steadfast champion of Canada's fresh produce sector long before his time as Minister. He has consistently demonstrated a deep understanding of the challenges facing our sector," said CPMA President Ron Lemaire. "During his tenure as Minister, that commitment has continued—supporting policies that strengthen our supply chains, enhance food security, and ensure the long-term competitiveness of Canadian produce. We are proud to recognize Minister MacDonald as this year's Produce Champion".

Last month, CPMA was pleased to join Minister MacDonald and Prime Minister Mark Carney in Toronto for the release of the federal government's National Food Security Strategy, which includes several important commitments in support of the Canadian fresh fruit and vegetable supply chain.

"On behalf of Agriculture and Agri-Food Canada, thank you to the Canadian Produce Marketing Association for naming me your 2026 Produce Champion. One of the most rewarding parts of my job is travelling across the country and meeting with the farmers, processors, and industry leaders who are driving Canada's agriculture and agri-food sector forward," said Minister MacDonald. "Since becoming Minister, I've had the opportunity to connect with Canada's fruit and vegetable sector on several occasions, including at CPMA Fresh Week and the launch of Canada's National Food Security Strategy. Each visit has reinforced my appreciation for the dedication, innovation, and leadership that define this industry, and for your commitment to ensuring Canadians have access to fresh, high-quality food."

"As we work together to seize new opportunities and address the challenges ahead, I'm grateful to collaborate with the producers, processors, industry partners, and department officials whose expertise and commitment help strengthen Canada's fruit and vegetable sector every day. I look forward to continuing that work."

CPMA congratulates Minister Heath MacDonald on his recognition as 2026 Produce Champion. We look forward to continuing to work with Parliamentarians across all parties in support of Canada's fresh produce sector.

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About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that has been supporting a diverse membership made up of every segment of the fresh produce supply chain for over 100 years. CPMA represents more than 900 member companies responsible for 90% of the fresh fruits and vegetable sales in Canada and an industry that contributes over \$18 billion to Canada's GDP annually, supports 188,000 jobs, and improves the health and productivity of Canadians.