Mission Statement
To enhance the market and facilitate trade of fresh fruits and vegetables for members.

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Administrative Assistant
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Our Members Are Based In:

Canada
United States
Mexico
Argentina
Bulgaria
Morocco
Germany
South Africa
Hong Kong

CPMA Board of Directors
Representatives from the following organizations comprise the CPMA board:
Bayshore Vegetable Shippers Ltd.
BC Fresh Vegetables Inc.
BC Hot House Foods Inc.
Canadawide Fruit Wholesalers Inc.
Chiquita Brands North America
Colemans Foods Centres
Co-op Atlantic
Costco Wholesale Canada
Courchesne Larose Ltée.
Del Monte Fresh Produce Canada, Inc.
Duda Farm Fresh Foods, Inc.
Fresh Direct Produce Ltd.
Groupe Ethier Inc.
Ippolito Fruit & Produce Ltd.
Jace Holdings
J-D Marketing Inc.

CPMA Member Business Types
Grower/Packer/Shipper/Marketer 33%
Marketing Organization 11%
Importer 5%
Exporter 4%
Producer/Distributor/Operator 3%
Distributor/Wholesaler 13%
Customs Broker 1%
Foodservice/Broker 1%
Allied Industry 8%
Transportation 3%
Retailer 2%
Trade Association 3%
Processor 4%

CPMA AT A GLANCE
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Bayshore Vegetable Shippers Ltd.  Krown Produce
BC Fresh Vegetables Inc.   Loblaw Companies
BC Hot House Foods Inc.   M.L. Catania Co. Ltd.
Canadawide Fruit Wholesalers Inc.   Markon Cooperative Inc.
Chiquita Brands North America   Mastronardi Produce Ltd.
Colemans Food Centres   Metro Richelieu Inc.
Co-op Atlantic   Nova Agri Inc.
Costco Wholesale Canada   PEI Potato Board
Courchevele Larose Ltée.   Sobeys National Procurement
Del Monte Fresh Produce Canada, Inc.   Sunkist Growers, Inc.
Duda Farm Fresh Foods, Inc.   The Giumarra Companies
Fresh Direct Produce Ltd.   The Grocery People Ltd.
Groupe Ethier Inc.   The Oppenheimer Group
Ippolito Fruit & Produce Ltd.   The Produce People Ltd.
Jace Holdings   Vineland Growers’ Co-Operative Ltd.
J-D Marketing Inc.   Walmart Canada Corp.

CPMA MEMBER BUSINESS TYPES

Grower/Packer/Shipper/Marketer  33%
Importer  11%
Marketing Organization  5%
Producer Broker  4%
Trade Association  4%
Transportation  2%
Retailer  3%
Processor  3%
Distributor  9%
Exporter  8%
Foodservice Distributor/Operator  3%
Distributor/Wholesaler  13%
Allied Industry  8%
Customs Broker  1%
Member Benefits
CPMA members benefit from programs and services designed to grow and sustain their business within the Canadian marketplace. Our valued members cover all segments of the fresh produce industry including major growers, shippers and packers, importers and exporters, brokers, wholesalers, retailers, fresh cuts and foodservice operators.

Building on a solid partnership and industry leadership, CPMA directs a proactive advocacy strategy, a robust education platform, and a commitment to impacting the health of Canadians through direct to consumer marketing programs focusing on children.

CPMA MEMBER BENEFITS AND SERVICES INCLUDE:

- Advocacy efforts to alleviate trade barriers and raise the industry’s profile with government officials.
- Rapid communications on time-sensitive issues impacting the produce industry; from industry alerts to food safety and product recalls.
- Access to valuable industry statistics and Canadian demographic information to assist with daily business planning.
- Preferred pricing on a variety of CPMA products and services including exhibit and registration fees for Canada’s largest fruit and vegetable convention and trade show.
- Exposure in CPMA’s print and online Produce+ online community tool where members can find information, network and search the Business to Business directory.
- Fresh Fruit & Vegetable Label Review Service to support label compliance in the Canadian marketplace. Members are eligible for 2 product labels reviews—free of charge—per membership year.
- Doing Business in Canada Tool offers a checklist of the procedures necessary in preparing your company for the challenges that may arise when importing produce.
- Promotional tools and sponsorship opportunities to link your products with CPMA’s national awareness and education programs including the Freggie™ Children’s program.
- Educational opportunities through webinars, seminars and mentorship via the Passion for Produce program and Career Pathways.
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As a CPMA member that is U.S. based, membership has been an excellent tool to understand how business is done in Canada. In order to understand your customer and your business, I think its best if you understand their culture and needs. CPMA has given Giumarra the forum to better understand our business being done in Canada. —John Corsaro, The Giumarra Companies

We Bring Something Better to the Table
We work on behalf of our members to effect change and address barriers to industry prosperity. Here are some of the ways our efforts paid off this past year:

- INDUSTRY SIMPLIFICATION
  - Throughout the year CPMA represents industries in all regulatory and policy areas, including working with government on the newly announced food safety modernization consultations.
  - Supply chain efficiencies are a key focus for CPMA, in the past year CPMA worked as part of a global team to develop best practices for GTIN assignments.
  - CPMA and the Canadian Horticultural Council (CHC) partnered for our annual Fall Harvest Event in November. Over 25 meetings were held with MPs and Ministers to highlight issues of importance to the industry.
  - In June, CPMA hosted the first annual Health Summit bringing together key stakeholders from public health, government, and industry to discuss programs and actions which promote increased produce consumption among Canadians.
  - CPMA continues to work with the Dispute Resolution Corporation and the Canadian Horticultural Council to advance common issues for the entire supply chain. Ongoing efforts include the Regulatory Cooperation Council Financial Protection for Produce Sellers Working Group.
  - Opportunities for industry education were expanded this year with the launch of Career Pathways at Convention, and work is underway on education learning modules.
  - CPMA continues to work with Health Canada to develop nutrient data for single ingredient fresh fruits and vegetables, and to determine health and nutrient content claims permitted for use with these fresh produce items.

- CORPORATE SERVICES
  - Throughout 2012–13, CPMA reviewed our bylaws and operating procedures to ensure compliance with the incoming Not-For-Profit Corporations Act governing how we function as an association. This involved bylaw changes, voted on by our members at the Annual General Meeting.
  - CPMA established a Leadership Committee to oversee the nomination process for our Board of Directors.
  - National/Regional Councils were established to identify areas of collaboration on issues and projects that impact both regional and national organizations.
  - CPMA’s online community was launched and allows sharing of documents, discussions and resources for members.

- MARKET DEVELOPMENT
  - CPMA conducted our first Consumer Preferences Benchmark Study. This research provides a snapshot of consumer preferences, produce consumption patterns, and factors that influence shoppers behaviours.
  - As part of the Freggie™ Children’s Program, the Healthy Eating Curriculum and Lesson Plans was developed for kids grades one through six, and is provided as a free download.
  - CPMA represents the Canadian produce industry at the international level as a member of the International Fruit and Vegetable Alliance.
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CPMA hosts Canada’s largest produce Convention & Trade Show each spring. This event provides networking opportunities with leaders in the industry, educational sessions, and an opportunity to see the newest in product innovation.

THE 88TH ANNUAL TRADE SHOW—BY THE NUMBERS
CPMA’s 88th Annual Convention & Trade Show, was held April 17 to 19, 2013 in Toronto, Ontario. Take a look at the event, by the numbers.

- 524: The number of exhibit spaces (10 X 10) on the CPMA trade show floor in 2013. Toronto 2013 was CPMA’s largest trade show to date.
- 276: The number of exhibiting companies at CPMA’s 88th Annual Convention & Trade Show in Toronto.
- 148: The number of International exhibitors on the trade show floor at CPMA 2013 in Toronto.
- 128: The number of Canadian exhibitors, including 67 exhibitors from Ontario.
- 58: The number of First Time Exhibitors participating in CPMA’s 88th Annual Convention & trade show in Toronto.
- 57: The number of companies participating in the New Product Showcase.
- 51: The number of new CPMA members, exhibiting for the first time in 2013. All exhibiting new members had a floor decal in front of their booth so attendees could welcome to the trade show, and to the Association.
- 51,113: Pounds of fresh produce donated by CPMA exhibitors to Toronto’s Daily Bread Food Bank, continuing a tradition of community support in each host city.

Attendees included all major stakeholders in the produce supply chain, with one out of three visitors representing the retail/wholesale and foodservice sectors.

Attending the convention allows us to network with key industry stakeholders, provides us an opportunity to keep up with trends, and ultimately helps us increase our sales. -Bernadette Hamel, Metro Richelieu Inc.