

VISION

Drive industry prosperity and increase consumption of fresh fruits and vegetables.

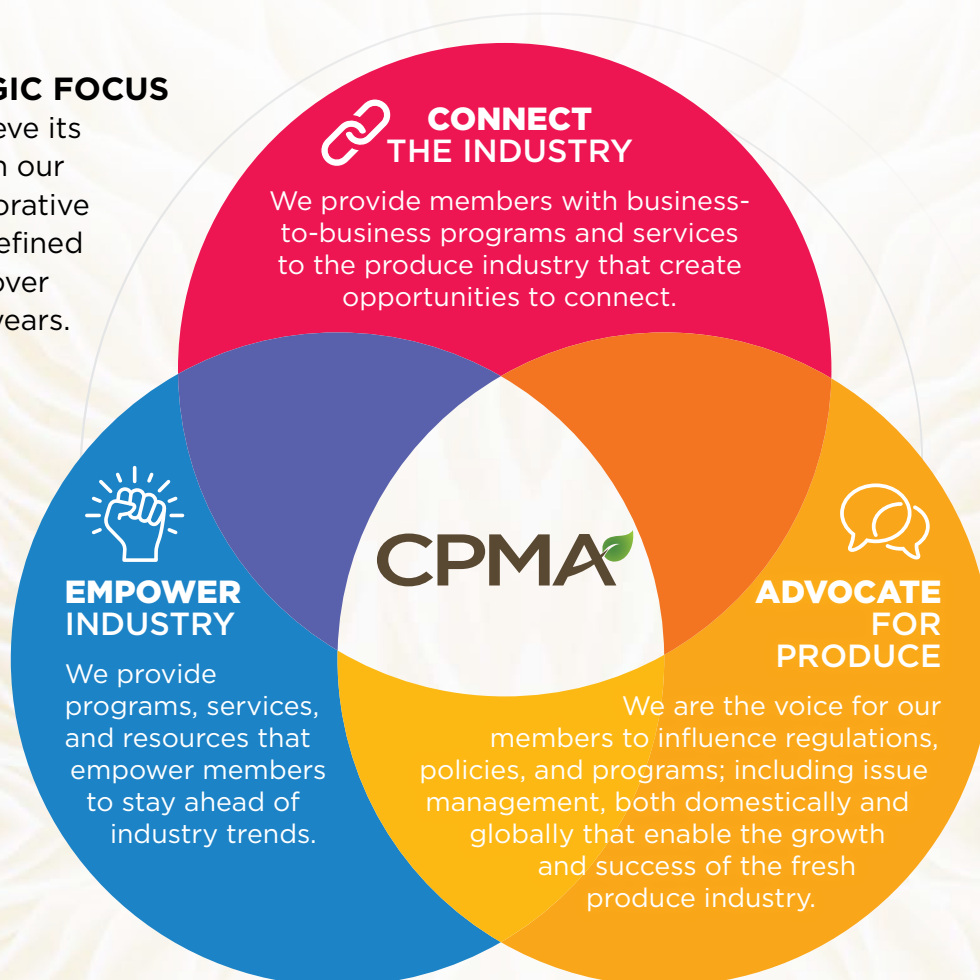


MISSION

Enable the growth and success of an inclusive fresh produce industry, by creating opportunities for economic development while enhancing the well-being of Canadians.

THE STRATEGIC FOCUS

CPMA will achieve its mission through our ongoing collaborative work in three defined areas of focus over the next three years.



- Deliver a world class international convention and trade show annually
- Provide B2B events domestically and globally
- Support the development and growth of talent within our industry
- Engage governments on industry issues and solutions
- Address supply chain issues
- Promote the increased consumption of fruit and vegetables
- Develop and deliver industry education and training tools
- Provide market research and trend reports
- Facilitate and promote innovation
- Support industry sustainability initiatives and needs

