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.

CONNECT THE INDUSTRY

We provide members with businessto-business programs and services to the produce industry that create opportunities to connect.



EMPOWERINDUSTRY

We provide programs, services, and resources that empower members to stay ahead of industry trends.





We are the voice for our members to influence regulations, policies, and programs; including issue management, both domestically and globally that enable the growth and success of the fresh produce industry.

- 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

