

WORKING FOR YOU

2021

CPMA 2021 Fresh Week

Total
participation

2,826

International
participation

1,014

Unique companies
in attendance

1,270

New Product Showcase Awards

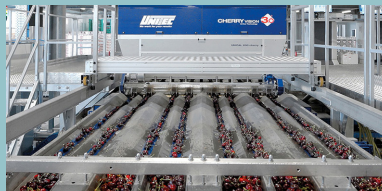
Best New Product

**The Star Group,
New Inspired Salads**



New Technology

**UNITEC Canada Fruit and
Vegetables Technology Inc.,
Cherry Vision 3.0**



Packaging Innovation

**Mucci Farms,
Naked Leaf Living Basil**



Snackable Product

**LOOP Mission,
Probiotic Sodas**



Organic Product

**EarthFresh, Organic Golden,
Red & Russet Potatoes**



Twitter reach

1,709,825

LinkedIn impressions

31K

Food Safety



Research

- * Completed 3 of the 4 projects supported by the Canadian Food Safety Fund.
- * Awarded the 2021 research project funding to Dr. Goodridge from the University of Guelph.

Integrated post-harvest wash systems for fruit and vegetable decontamination for reducing water usage and decreased emission of disinfectant by-products in wastewater streams.



Keith Warriner

Bacteriophage Cocktail to Control Shiga-toxigenic E. coli on Lettuce



Claudia Navaraez

Rapid detection of Salmonella in fresh produce using a paper-based microfluidic device based on recombinase polymerase amplification and lateral flow immunoassay.



Xiaonan Lu

Collaboration with Canadian Food Safety Agency (CFIA)

- * Lobbied CFIA to provide import guidance for romaine lettuce.
- * Collaborated on food recall processes, industry communication and bi-lateral (Canada/U.S.) procedures to help members navigate regulatory responsibilities.

- * Developed and presented sessions of the Food Safety, Regulatory and Quality Assurance Workshop for members.

- * Developed a "Big 4 Produce Pathogens" workshop to be rolled-out late 2021.

Applicability of pulsed light as an emerging technology to inactivate foodborne viruses on berries.



Julie Jean

Field Ready, Point of Need Detection of Foodborne Pathogens in Irrigation Sources.



Larry Goodridge

International collaborations

- * Worked with International Federation for Produce Standards to highlight the challenges facing the fresh produce to the Global Food Safety Initiative management.
- * Sponsored and Chaired, Canadian Supply Chain Food Safety Coalition's Risk Management Symposium.

Label Review

65

Label reviews performed

(January 2020 – June 2021).

Education

Produce Talks podcast

Released our 100th
episode in June 2021

100th

Total
downloads

110,000

Most popular
episodes

Influencer Marketing
Practicality of Plastics
Consumer Trends in
Retail & Foodservice
and Emerging
Technologies.

Online Learning

2021 Virtual Passion for Produce

Welcomed our biggest cohort ever of 20
participants.

20+

Virtual learning opportunities

Released 1 podcast and hosted 1
webinar on average per month comple-
mented by user directed online learning
(Produce Basics & Produce Essentials)

Held 9 Learning Lounge sessions at the
CPMA 2021 virtual show.

Market Research

- * Initiated in August 2020 to provide members with information on import trends, retail market, and consumer behaviours.
- * Produced 12 market research reports since August 2020.
- * Emerged among the top three most read articles in our member communications.

Innovation

- * Launched Innovation Working Group with 43 volunteers to bring the latest produce and innovation expertise to CPMA members.

Advocacy

Recognized among the top tier of the Hill Times' list of Top 50 Agriculture Influencers on Parliament Hill in 2020.

Top 50

Held our first-ever virtual advocacy events including:

CPMA Government Issue Management Working Group meeting with government officials and meetings with Parliamentarians.

Connected with more than 130 Parliamentarians and officials in 2020 and almost 200 so far in 2021.

150+



69 industry participants from 7 provinces met with more than 40 Parliamentarians and key government officials.

69-7-40

Prepared our Canadian Fresh Produce Industry Recovery from the COVID-19 Pandemic report, outlining 24 short and long-term recommendations for government action.



41 industry participants met with more than 50 Parliamentarians and officials representing 9 provinces.

41-50-9



Presented 18 submissions to national, bilateral, and international consultations.



Participated in 5 Parliamentary Committee studies on issues impacting our members in the first half of 2021.

Issue Management

- * Hosted representatives from 27 Embassies at the Virtual Embassy Event.
- * Responded to hundreds of industry inquiries on traceability compliance with the Safe Food for Canadians Regulations.
- * Represented industry on dozens of issues via government and associated stakeholder engagement including:
 - * **COVID challenges and recovery.**
 - * **Customs issues and CARM.**
 - * **Financial protection.**
 - * **Labour, labelling, and traceability.**
 - * **Trade and market access, and more.**

"CPMA's ongoing efforts to engage with government on behalf of its members, and to advocate for their needs and priorities, are critical to our industry's success in Canada. The Government Relations team continues to foster relationships with elected and non-elected officials and build CPMA's reputation as the voice of the produce supply chain in Ottawa."

– Mario Masellis, Chair, CGIM Industry Committee



Advanced efforts to address plastic waste by establishing guidelines, standards and best practices, and engaging with relevant ecosystems, and stakeholders.



Launched a Customs Working Group to help address challenges at the Canadian border.

Half Your Plate



Facebook followers

32,105

Twitter followers

4,450

Instagram followers

3,109

Pinterest
followers

2,100

Health Professionals
Network members

648

YouTube
Subscribers

578

Freggie Virtual
Fresh Ride

March 2021

**Over 100 participants,
18 157KM travelled.**

Most popular pages on
HalfYourPlate.ca

Fruits A-Z

Veggies A-Z

Simply Fresh
Newsletter

Average open rate of

42%



CPMA

Twitter followers

2,198

LinkedIn followers

2,400



JOIN US IN

CPMA  ACDFL

montréal 2022

APRIL 5-7 AVRIL / 2022

**PALAIS DES CONGRÈS
DE MONTRÉAL**

"CPMA continues to provide that vital platform for our industry, to come together, network, and collectively address the challenges that we face. On behalf of Robinson Fresh, thank you for all that you do!"

– Jon Nordquist, C.H. Robinson Worldwide, Inc.

www.cpma.ca