



FALL HARVEST  
MOISSON D'AUTOMNE  
Produce and Politics  
Fruits, légumes et politiques

## KEY MESSAGING FOR INDUSTRY PARTICIPANTS

When in doubt, think *Connect* (why is it important to YOU?), *Contrast* (what's missing?), *Solve* (how can the government help?)

### PRIORITIZING ACCESS TO FOOD

*If nothing else, we want Parliamentarians to remember:*

**The Government of Canada should make food production and access to food and essential goods a priority in legislation, policy and crisis management:**

- Implement programs and policies that address the significant issues impacting the ability to produce fresh fruits and vegetables, such as the availability and costs of labour, inputs for production and transportation.
- Advance measures promoting the *Canada Food Guide* recommendation to fill *Half Your Plate* with fruits and vegetables, including through funding the development of a National School Food Policy and a national school nutritious meal program.
- Establish a Supply Chain Office to unify federal government activities, as recommended in the final report of the National Supply Chain Task Force.

### FINANCIAL PROTECTION (BILL C-280)

*If nothing else, we want Parliamentarians to remember:*

**We are calling on all Members of Parliament to support Bill C-280, the *Financial Protection for Fresh Fruit and Vegetable Farmers Act*, which would establish a limited statutory deemed trust that protects produce growers and sellers during bankruptcy in Canada.**

A Canadian limited statutory deemed trust, which would operate similar to the U.S. *Perishable Agricultural Commodities Act (PACA)* and protect produce sellers during bankruptcy in Canada, would **reduce potential costs** imposed on Canadian consumers, **remove complications in cross-border trade** with the United States, and **eliminate unnecessary risk** for Canadian fruit and vegetable sellers.

### PRODUCE TOP 10

1. **Prioritizing Access to Food** (*left*)
2. **Financial Protection** (*left*)
3. **Supply Chain Resiliency:** Work across departments and with stakeholders to address disruptions and their impact on food availability.
4. **Sustainability:** Collaborate with industry on effective, long-term solutions for sustainable practices along the produce supply chain.
5. **Crop Protection:** Increase funding to the Pest Management Centre and the Pest Management Regulatory Agency.
6. **Labour:** Address chronic workforce shortages in the produce sector.
7. **Trade & Market Access:** Increase market access and streamline the flow of goods across our border.
8. **Innovation & Research:** Expand funding for industry innovation and rural broadband infrastructure.
9. **Business Risk Management:** Strengthen BRM programs, including by raising the AgriStability trigger to 80%.
10. **Regulatory Modernization:** Deploy tools to strengthen consultation and support our industry's global competitiveness.