

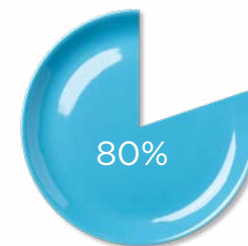
Prioritizing Fresh Produce Consumption in **Canada**



The Canadian fresh fruit and vegetable industry is a major contributor to Canada's GDP, and to job creation from coast to coast to coast. We also provide Canadian families with safe and nutritious food that is crucial to supporting their health and well-being.

To strengthen our food system, the Government of Canada should make food production and access to food a priority in legislation, policy, and crisis management.

The federal government should also support measures promoting the Canada Food Guide recommendation to fill *Half Your Plate* with fruits and vegetables, including through advancing the development of a National School Food Policy and a national school nutritious meal program.



DID YOU KNOW?

Close to **80% of Canadians** are still **not eating enough fruits and vegetables**, resulting in an economic burden calculated at almost **\$8 billion** annually.

- Krueger Report, 2023

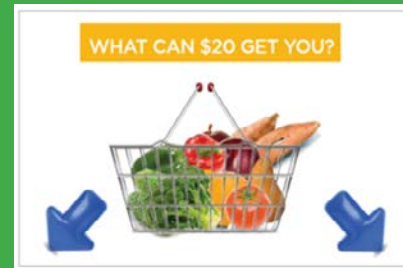
CPMA'S HALF YOUR PLATE CAMPAIGN IS WORKING TO INCREASE FRESH PRODUCE CONSUMPTION IN CANADA, THROUGH RESOURCES, RECIPES AND MORE.

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