



## Fueling a competitive and resilient produce supply chain FEDERAL ELECTION 2025

### TALKING POINTS

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

- **Connect:** The fresh produce supply chain is one of the most highly globally integrated supply chains in the world. The supply chain linkages of transportation, border access and ports of entry and exit are key to ensuring the smooth flow of essential goods across our border.
- **Contrast:** The high volume and perishability of fruits and vegetables means that longer dwell times at ports of entry and inefficient transportation infrastructure can not only delay delivery and increase costs for industry and consumers, but can also result in lost sales, product spoilage, and ultimately food waste.
- **Solve:** Reliable, efficient trade infrastructure, and measures to facilitate the flow of essential products through Canada's marine ports and other ports of entry are critical to supporting both our economic competitiveness and food security across the country.

### OUR ASKS TO POLITICAL PARTIES/CANDIDATES

1. Will your party support a strengthened food system and food security for all Canadians by adopting a whole-of-government agriculture and food production lens and making food production and access to food a whole-of-government priority in legislation, policy and crisis management?
2. Will your party deliver sufficient, ongoing capital investment under the National Supply Chain Strategy and the National Trade Corridor Fund to enable trade and transportation infrastructure improvements, including the enhancement of cold chain infrastructure?
3. Will your party establish priority lanes at ports of entry and implement a dedicated Trusted Trader pilot program to further streamline the movement of essential and perishable products across the Canadian border?
4. Will your party implement measures to prioritize the movement of food and essential goods through ports of entry in the event of emergency events or disruptions, and work to address the root causes of labour disruptions impacting critical supply chain infrastructure?

## **ADDITIONAL BACKGROUND**

- The fresh fruit and vegetable supply chain generates nearly \$15 billion of Canada's GDP and supports more than 185,000 jobs from coast to coast to coast (Conference Board of Canada, 2023).
- Growing political uncertainty with our largest trading partner, a series of port disruptions, escalating severe weather events and continuing consumer concerns about the cost of food have all contributed to significant challenges for the Canadian fresh produce sector.
- The recently launched National Supply Chain Office and anticipated National Supply Chain Strategy offer important opportunities for cross-governmental collaboration to address supply chain disruptions in the short-term and foster resiliency in the longer-term. The National Trade Corridor Fund should also be used as an important tool to enable trade and transportation infrastructure improvements.

## **ABOUT CPMA**

Based in Ottawa, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization representing companies active in the marketing of fresh fruit and vegetables in Canada, from the farm gate to the dinner plate spanning the entire produce industry. The Association's members include major growers, shippers, packers, and marketers; importers and exporters; transportation and logistics firms; brokers, distributors, and wholesalers, retailers, and foodservice distributors; and fresh cut operators and processors. Founded in 1925, CPMA is proud to represent more than 900 domestic and international members who are responsible for 90% of fresh fruit and vegetable sales in Canada.