



Supporting a sustainable produce sector 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:** Across the agri-food sector, ambitious targets are being set to reduce the environmental footprint of producing and supplying food. Proof of sustainability is increasingly required to compete at home and abroad in an industry that is expected to show progress toward environmental and other societal outcomes.
- **Contrast:** Setting ambitious sustainability targets without adequate data to baseline and track progress leads to uncertainty and unintended consequences. The lack of standardized methods to measure and report sustainability performance, along with varying requirements from customers and governments, add further cost and complexity to the food supply chain without effectively advancing sustainability outcomes.
- **Solve:** From reducing greenhouse gas emissions across supply chains, to adopting sustainable packaging, to mitigating food loss and waste, government and industry require more robust data and harmonized efforts to identify and achieve our collective sustainability goals. Innovative tools and alternative technologies are also needed to help the produce sector fight climate change while remaining globally competitive.

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 commit to engaging with industry to drive North American and global conversations to align efforts, standards and systems to effectively achieve our sustainability goals?
3. Will your party provide federal leadership and investment in harmonized waste collection, recycling and composting infrastructure across Canada?
4. Will your party create an enabling regulatory environment for new products, technologies and business practices to support and de-risk the adoption of more sustainable solutions, and ensure that the Pest Management Regulatory Agency is sufficiently resourced to fulfill core functions including pre-market applications, re-evaluations and minor use registrations?

ADDITIONAL BACKGROUND

- Recognizing the globally integrated nature of the fresh produce supply chain, the Government of Canada should undertake direct engagement with the fresh produce sector to develop appropriate, data-driven sustainability tools and objectives that reflect our specific needs, challenges and opportunities.
- The Canadian produce industry continues to be deeply engaged in efforts to reduce and mitigate the use of plastics and other packaging, but Canada must address the challenge of fragmented waste collection systems across the country. Without this critical infrastructure in place, industry transitions to recyclable or compostable packaging materials will be rendered futile.
- It is imperative that fresh fruit and vegetable producers have access to, and can utilize, products and processes that ensure the sustainability of the industry and support food security. Greater funding is also required for research into newer alternatives that are safer for humans and the environment than the deregistered crop protection products that urgently need to be replaced.

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.