



## Social media samples Federal Election 2025

### Advancing Canadian interests in international trade

**X**

Trade diversification opens new markets for Canadian produce. Will (tag name of party) support the Canadian produce industry by dedicating resources to advance free and fair trade and our competitiveness in the global marketplace? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

#### ***LinkedIn***

To ensure the ongoing viability of Canada's food system, we need a strong domestic and global strategy. Free and fair international trade in fresh produce offers huge economic growth opportunity for Canadian businesses and provides Canadians with access to safe and healthy fresh food options year. How will (tag name of party/name of candidate) support measures promoting free and fair trade for Canadian produce? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

### Increasing produce consumption for healthier communities

**X**

Our industry is striving to promote healthy eating for all Canadians. How will (tag name of party/ name of candidate) support the Canada Food Guide recommendation to help Canadians fill half their plates with fruits and vegetables? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

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Did you know that almost 90% of Canadians are falling behind the recommended consumption of fruits and vegetables? This is almost 10% higher than the number reported during the previous federal election in 2021. Will (tag name of party) invest in the health of Canadians and support measures to promote increased fruit and vegetable consumption and #FoodasMedicine? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45



### **Fueling a competitive and resilient produce supply chain**

**X**

A fluid supply chain is essential to bringing fresh fruits and vegetables to tables across Canada and around the world. Will (tag name of party) support efforts to facilitate the flow of goods across the border? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

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Our industry relies on a robust and fluid supply chain to avoid any disruptions to the flow of highly perishable fruits and vegetables. Will (Insert party name) support Canada's food security through investments in our trade and transportation infrastructure and prioritizing the movement of our essential products? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

### **Building the fresh produce workforce**

**X**

To ensure a competitive and resilient produce sector, we must invest in attracting and retaining talent across the supply chain. How will (tag name of party) commit to strengthening our workforce from farm gate to dinner plate? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

#### ***LinkedIn***

A 2023 Royal Bank of Canada report found that, by 2033, 40% of Canadian farm operators will retire, leaving a shortfall of 24,000 general farm, nursery and greenhouse workers. Labour shortages have cost the produce industry hundreds of millions of dollars. How will (tag the name of a candidate/party) help bridge this gap and support the food supply chain in generating interests in careers in our dynamic sector? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45



### **Supporting a sustainable produce sector**

**X**

Our supply chain is highly integrated around the world. Will (tag name of candidate/party) commit to working with the sector to drive North American and global conversations to align efforts, standards and systems to effectively achieve our collective sustainability goals? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45

### ***LinkedIn***

Environmental, social and economic sustainability is essential for the future of Canada's fresh fruit and vegetable sector. How will (tag name of candidate/party) engage with the industry to drive global conversations and efforts to achieve our collective sustainability goals? Learn more about #freshproduce priorities for the next government: <https://bit.ly/41S5Eu5> #CdnAg #Cdnpoli #Elxn45