



Indonesia is the SECOND FASTEST GROWING CANADIAN EXPORT

partner after the US, growing at 223% between
2019 and 2021, adding \$2.3M in receipts
Statistics Canada



73% OF CANADIAN CONSUMERS

cite taste as a factor prompting a repeat purchase of a
fruit or vegetable. 62% cite low price as a factor
Execulytics



Peru is the THIRD FASTEST GROWING CANADIAN IMPORT

partner after Mexico and the US, growing
at 21% between 2019 and 2021, totalling
\$53M in additional spending
Statistics Canada



83% OF CANADIANS

have positive intentions to purchase
local fruits and vegetables with 66%
willing to pay a premium price for local
produce
Execulytics



Nearly 1 in 10 consumers

WASTE MORE THAN 15%

of the food they buy
Caddle



46% OF CANADIAN CONSUMERS

switched to a less expensive grocery
store format as a response to higher
produce prices. 43% purchased more
frozen produce in response
Execulytics



LEFTOVERS GOING TO WASTE

top the reasons food is wasted followed by bulk
buying
Caddle



The ability to see
PRICE COMPARISONS
is the most desired feature by nearly
50% of Canadians
Caddle



VEGETABLES TOP

the types of food that are most often
wasted with 45.1% followed by fruits with
18.7%
Caddle



**81% of Canadians and 66% of Americans think
prices will continue to rise for the foreseeable
future** Leger

CPMA
CANADIAN PRODUCE
MARKETING ASSOCIATION