



## Strengthening Canada's Food System and Fostering Healthy Communities

### Federal Election 2021

#### 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:** A strong Canadian food system supports families, businesses and communities across the country. The fresh fruit and vegetable industry is proud to provide safe and nutritious products that have major positive impacts to the health and well-being of Canadians.
- **Contrast:** The COVID-19 pandemic has made healthy living even more important to Canadians, but we know that many are still not eating enough fruits and vegetables and food loss and waste remain major challenges the Canadian food system.
- **Solve:** Increasing overall access to a variety of nutritious food for all Canadians, year-round, means supporting the entire agri-food value chain, addressing food loss and waste, and taking a whole-of-government approach to finding solutions to strengthen Canada's food security.

#### OUR ASKS:

1. Will your party provide ongoing financial support to achieve the targets of the Food Policy for Canada and to support the work of the Food Policy Advisory Council?
2. Will your party support measures promoting the *Canada Food Guide* recommendation to fill Half Your Plate with fruits and vegetables?
3. Will your party commit to providing federal funding and resources to support expanded efforts to reduce food loss and waste across the supply chain?
4. Will your party support an industry-led, collaborative and inclusive process through which industry stakeholders can design a Food Industry Code of Practice that meets the unique needs of Canada's food system?

## ADDITIONAL BACKGROUND:

- **The Canadian fresh produce industry supports the targets of the Food Policy for Canada to promote long-term social, environmental and economic sustainability of the Canadian food system and increase Canadians' consumption of safe and nutritious food.** The Food Policy Advisory Council has an important role to play in bringing stakeholders together from across the food system to ensure that the needs and priorities of all sectors are represented and to find workable solutions in a whole-of-government approach to strengthening Canada's food security.
- **The health and socioeconomic benefits of eating fresh fruit and vegetables are clear, but more needs to be done to promote produce consumption in Canada.** Close to 80% of Canadians are not eating enough fruits and vegetables, resulting in an economic burden calculated at almost \$4.4 billion annually<sup>1</sup>.
- CPMA's [Half Your Plate](#) campaign is working to increase fresh produce consumption in Canada.
- **CPMA has taken an active role in addressing food loss and waste in the fresh produce industry.** We worked with partners to develop an online [Waste Efficiency Tool](#) to address food waste and other efficiency challenges in the produce supply chain. We were also a proud partner in delivering the federal government's Surplus Food Rescue Program, working with Second Harvest to purchase over \$10 million worth of surplus food from the produce, fish, seafood, meat and poultry sectors.
- **To support a robust food system, stakeholders across the agriculture sector, including the produce supply chain, are calling for the development of a Canadian Food Industry Code of Practice.** Through our work with the [Canadian Food Industry Collaborative Alliance](#), CPMA has been working to advocate for a model that is developed by and for the Canadian agri-food sector.

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<sup>1</sup> Source: *Krueger Report*, 2016