



CPMA Pleased with New USMCA

October 1st, 2018 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is pleased that a new trilateral free trade agreement has been reached between Canada, Mexico and the United States. The United States-Mexico-Canada Agreement (USMCA) will ensure that the supply chains of the fresh produce industry remain integrated benefiting both Canadian producers and consumers.

“CPMA has been active over the past 13 months to promote the ongoing free trading environment for our industry within North America,” said Les Mallard, CPMA Chair. “We are greatly appreciative of the hard work by Canadian negotiators to finalize the deal in a way that is not harmful to our sector.”

CPMA will be reviewing the details of the agreement, particularly those chapters related to sanitary and phytosanitary issues, dispute resolution, trade remedies, good regulatory practices, and competitiveness.

“CPMA looks forward to continued collaboration with Ministers Freeland and MacAulay on other key areas of trade which are focused on diversification and growth within the fresh produce industry,” said Ron Lemaire, CPMA President.

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For more information please contact:

Allan Gordon

Manager, Communications, Canadian Produce Marketing Association

Tel: 613-226-4187 x225 | Cell: 613-878-3312

Email: agordon@cpma.ca

About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.