



Canadian produce industry hosts successful Fall Harvest meetings with Parliamentarians

FOR IMMEDIATE RELEASE

November 7, 2018, Ottawa, Ontario — Over the past two days, industry leaders representing the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) met with over 50 Parliamentarians and their staff in Ottawa to discuss key issues currently affecting the Canadian fresh fruit and vegetable sector.

This year's meetings were focused on increasing the industry's competitiveness. As such, industry leaders proposed innovative solutions to facilitate international trade, improve the health of Canadians, improve the administration of labour programs, and support the regulation of crop protection products. The fresh produce industry looks forward to continuing these conversations with members of Parliament and senators in the months and years ahead.

The fresh fruit and vegetable industry is a vibrant part of the Canadian economy and works tirelessly to improve the health of Canadians while growing the economy. Now is the time for practical solutions that will improve the industry's competitiveness and ensure we can compete in the global marketplace.

"Close to 80% of Canadians do not consume enough fruits and vegetables as indicated by Canada's Food Guide, resulting in an economic burden estimated at \$4.4 billion," said Les Mallard, CPMA Chair. "By taking into account our recommendations for the fresh fruit and vegetable industry, our government and all Canadians can benefit from a greater quality of life and a decreased burden on our health care system."

"The produce industry supply chain has an estimated economic impact of \$14 billion in real GDP in Canada, while supporting over 181,000 jobs in the Canadian economy," added Brian Gilroy, CHC President. "Our sector is not only critical to the health of Canadians, but also to the economic well-being of families across the country, and Canada as a whole."

As part of the advocacy effort, CPMA and CHC hosted a reception with Parliamentarians and their staff. The event featured three top local chefs running live cooking stations and attracted over 220 attendees, including The Honourable Ginette Petitpas Taylor, Minister of Health, and Parliamentary Secretary Jean-Claude Poissant, representing the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food. The evening provided all attendees a more informal environment to network and build positive relationships.

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Meetings on the Hill
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About the Canadian Produce Marketing Association

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.

About the Canadian Horticultural Council

The Canadian Horticultural Council is an Ottawa-based voluntary, not-for-profit, national association that represents fruit and vegetable growers across Canada involved in the production of over 120 different types of crops, with farm cash receipts of \$5.4 billion in 2017. Since 1922, CHC has advocated on important issues that impact Canada's horticultural sector, promoting healthy, safe and sustainable food, and ensuring the continued success and growth of our industry.