



## PRESS RELEASE

### Fall Economic Statement Increases Fresh Produce Industry Competitiveness

November 21, 2018 (OTTAWA, ON) – The Canadian Produce Marketing Association (CPMA) applauds Finance Minister Bill Morneau and the Government for today's *Fall Economic Statement*. The *Fall Economic Statement* makes significant investments which will bolster the fresh fruit and vegetable industry and increase the industry's competitiveness in the global marketplace.

"Today's *Fall Economic Statement* is a thoughtful response to many of the competitiveness challenges the fresh produce industry faces. We thank the Government for the important investments in regulatory reform and international trade diversification announced by Minister Morneau," said CPMA President Ron Lemaire. "We look forward to continuing our work with the Government on increasing our industry's competitiveness and will work to advance the recommendations outlined in our pre-Budget 2019 submission."

In particular, CPMA welcomes the launch of the new Export Diversification Strategy, additional funding for agri-food market access issues, the creation of an Expert Advisory Committee on Regulatory Competitiveness, and the introduction of the Accelerated Investment Incentive.

CPMA will continue to monitor future announcements related to the *Fall Economic Statement*.

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#### For more information, please contact:

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#### 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.