



## PRESS RELEASE

### Canadian Produce Marketing Association Introduces Inaugural Corporate Culture Awards

January 9, 2019 (OTTAWA, ON) – The Canadian Produce Marketing Association (CPMA) is proud to introduce the inaugural CPMA Corporate Culture Awards. CPMA has teamed up with [Waterstone Human Capital](#) to give CPMA members the opportunity to participate in their corporate culture exercise. At the conclusion of the survey period, Waterstone will select the top culture among CPMA members participating in the Culture Dashboard™, and the winner will be announced as the inaugural CPMA Corporate Culture Award winner.

The [Waterstone Culture Dashboard™](#) is an employee survey that helps define an organization's corporate culture and benchmark it against the behaviours that drive high-performing cultures – specifically those of the [Canada's Most Admired Corporate Culture™](#) award winners.

Waterstone specializes in Culture Advisory services and manages Canada's Most Admired Corporate Culture™ awards program, which annually recognizes best-in-class Canadian organizations for having cultures that have helped them enhance performance and sustain a competitive advantage.

“Corporate Culture is essential to driving business performance. Companies are increasingly taking note of this and applying best practices to create winning cultures,” said Ron Lemaire, CPMA President. “We are thrilled to be working with Waterstone Human Capital to encourage our members' businesses to flourish and to recognize leaders within our industry.”

“What we measure and assess against has come out of our involvement and leadership in the Canada's Most Admired Corporate Cultures™ program,” said Barrie Carlyle, Managing Director at Waterstone Human Capital. “We are thrilled to be bringing exclusive insight into best human capital practices from leading organizations across Canada and the world to the CPMA and its member organizations.”

CPMA members have the exclusive opportunity to participate in the [Waterstone Culture Dashboard™](#) at a preferred rate from now **until February 28, 2019**. All members who participate in the confidential survey will be automatically considered for the inaugural CPMA Corporate Culture Award. Participating organizations will also receive exclusive content regarding best practices and trends in corporate culture and will have the opportunity to work more directly with Waterstone's Culture Advisory practice.

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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.