



PRESS RELEASE

Canadian produce industry hosts successful Farm to Plate meetings with Parliamentarians

May 10, 2019 (Ottawa, ON) – On May 7, 2019, industry leaders representing the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) met with Parliamentarians and their staff in Ottawa to discuss key issues currently affecting the Canadian fresh fruit and vegetable sector, in particular: crop protection, financial protection for the fruit and vegetable industry, and the new Food Policy for Canada.

This was the last formal advocacy event for both CHC and CPMA prior to the 2019 federal election. The fresh fruit and vegetable industry will continue to keep issues affecting the supply chain top-of-mind as parliamentarians prepare to go back to their ridings and seek re-election.



Rebecca Lee (Canadian Horticulture Council), Jocelyn St-Denis (Association des producteurs maraîchers du Québec), Honourable Marie-Claude Bibeau, Ron Lemaire (Canadian Produce Marketing Association), Bill George (George II Vineyards), Ken Forth (Forthdale Farms), George Gilvesy (Ontario Greenhouse Vegetable Growers)



Oleen Smethurst (CPMA Chair & Costco Wholesale Canada), Larry McIntosh (Peak of the Market), Jan VanderHout (Beverly Greenhouses Ltd.), Dr. Mithani (Canadian Food Inspection Agency), Jody Mott (Holland Marsh Growers Association), Brian Gilroy (Nighthawk Orchards)

After meeting with over 20 parliamentarians and other key stakeholders, including the Honourable Marie-Claude Bibeau, Canadian Minister of Agriculture and Agri-Food, and Dr. Siddika Mithani, Canadian Food Inspection Agency President, CPMA and CHC hosted a reception at the Metropolitan Brasserie. The evening provided all attendees a more informal environment to network and build positive relationships with over 80 decision makers and influencers in Ottawa. CPMA and CHC are thankful to parliamentarians and their staff for their ongoing support and recognition of the critically important role the fresh fruit and vegetable industry plays in the Canadian economy and the health of Canadians.

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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 of 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.