



PRESS RELEASE

Canadian Produce Marketing Association Celebrating 10th Year of Passion for Produce Program at 2019 CPMA Convention and Trade Show

March 11, 2019 (OTTAWA, ON) – The Canadian Produce Marketing Association (CPMA) is delighted to announce the participants for the 2019 Passion for Produce (PFP) Program in Montreal. The PFP program was launched by CPMA in 2010 to support the talent development and retention efforts of our member companies. CPMA members can nominate rising stars to take part in this opportunity to accelerate their professional development through a unique mentoring experience at the annual CPMA Convention and Trade Show. This year marks the 10th edition of the Passion for Produce program.

“The Passion for Produce program is an excellent career building block for young emerging leaders in the fresh produce business. We’re proud to be celebrating the 10th year of PFP this year in Montreal,” said Ron Lemaire, President, CPMA. “As the program continues to grow, so do the participants’ careers, and it’s very inspiring to see their progress and success as their passion takes them to new levels in our industry.”

Over the three days of the CPMA Convention and Trade Show, PFP candidates connect with industry leaders and mentors, and participate in off-site tours, interactive sessions, networking events and more, to learn all they can about the fresh produce industry in Canada. PFP candidates gain knowledge through first-hand experiences, discussions and networking that empowers them to return to work with an enriched understanding and renewed enthusiasm for the produce industry. Candidates develop lasting relationships with mentors, fellow candidates, and other industry leaders that will guide them through their careers.

CPMA is proud to introduce the 2019 PFP participants:



Kara Badder
NatureFresh Farms Inc.



Danny Boileau
Jean-Yves Boileau et Fils / QPMA



Armando Devora
Red Sun Farms



Arlene Henry
Metro Richelieu Inc.



Madison Hiltz
Star Produce Ltd.



Paula Irvine
Thomas Fresh



Braeden Lloyd
Sliced FC Ltd.



Azul Meza
Fyffes North America Inc.



Amanda Moen
Vineland Research and Innovation Centre



Kristin Murphy
Krown Produce



Ryan Ostertag
CFP Consolidated Fruit Packers Ltd.



Kayser Rabot
Metro Ontario Inc.



Emma Tamlin
Two Roads Logistics



Nick Yeatman
Longo Brothers Fruit Markets Inc.



David Zou
Fresh Direct Produce Ltd.

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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.