



PRESS RELEASE

Canadian Produce Marketing Association Prepared to Support Launch of Safe Food for Canadians Regulations

January 15, 2019 (OTTAWA, ON) – The [Canadian Produce Marketing Association](#) (CPMA) is ready to support the introduction of the Canadian Food Inspection Agency’s (CFIA) new [Safe Food for Canadians Regulations](#) (SFCR). The SFCR officially comes into effect today, January 15, 2019.

The purpose of the SFCR, as described by the CFIA, is to “make our food system even safer by focusing on prevention and allowing for faster removal of unsafe food from the marketplace. They will reduce unnecessary administrative burden on businesses by replacing 14 sets of regulations with one, and will help maintain and grow market access for Canada's agri-food and agricultural sector.”

The SFCR, in concert with the Food Safety Systems Recognition Arrangement, allows Canadian producers to work under one set of food safety regulations (SFCR) while still being recognized by our biggest trading partner, the U.S.

Jeff Hall, CPMA’s Food Safety Specialist said: “Canadian consumers can be confident that foods regulated by the SFCR have been grown, manufactured or imported in a system designed to manage the risks associated with the products. I look forward to assisting CPMA members as they transition to working under the SFCR.”

“CPMA would like to thank the CFIA for the collaborative approach they have taken during the development of the Safe Food for Canadians Act and its subsequent regulations,” said Ron Lemaire, CPMA President. “These regulations allow businesses to be innovative while still ensuring they manage the risks associated with their products.”

For questions related to the SFCR, please contact [Jeff Hall](#), CPMA’s Food Safety Specialist, at 1-647-409-3570.

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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.