



## PRESS RELEASE

### **CPMA Expands *Half Your Plate* Nutrition Resources for Health Professionals**

February 5, 2020 (Ottawa, ON) – CPMA’s library of nutrition resources for health professionals is growing. Newly developed *Half Your Plate* resources are now available through the [Half Your Plate Health Professionals network](#).

CPMA encourages all member companies working with dietitians or other health professionals to spread the [Half Your Plate](#) message, by encouraging those staff members to join the *Half Your Plate* health professionals network. Registered health professionals receive a monthly e-newsletter that includes the latest news, events, and educational materials offered by *Half Your Plate*. They also have access to dozens of resources designed to educate clients and consumers on easy methods of increasing fruit and vegetable consumption, including resources like our new “Top 10 Fruit and Veggie Myths Busted,” a ready-to-go presentation developed by dietitians for use in the community.

“We are delighted to be sharing so many new resources with our growing *Half Your Plate* health professional community,” said CPMA Dietitian Jennifer Ong Tone. “These materials bolster our existing *Half Your Plate* toolkit and help address important disparities in consumer education.”

CPMA looks to continue progressing relationships with health professionals to broaden the reach of the *Half Your Plate* message. CPMA member companies can also access these nutrition resources by becoming a [Half Your Plate industry partner](#) and signing our [memorandum of understanding](#).

Registered dietitians, nutritionists, doctors, nurses and other health professionals are encouraged to [register as a health professional on HalfYourPlate.ca](#).

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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.

**About the Half Your Plate initiative:**

The Canadian Produce Marketing Association, the Heart and Stroke Foundation, the Canadian Public Health Association and the Canadian Cancer Society partnered in 2014 to create the Half Your Plate initiative with the goal of improving fruit and vegetable consumption in Canada. These organizations, widely respected for their role in health promotion and disease prevention through healthy eating education, proudly support the Half Your Plate messaging. The success of Half Your Plate hinges on a team effort, including a network of public health practitioners, all sectors of the produce industry, media and more – to spread the word to all Canadians about the role fruits and vegetables play in a healthy lifestyle. If you're a health practitioner who wants to learn more about getting our promotional materials, [please contact us](#).