



PRESS RELEASE

CPMA Statement on Canada's Agriculture Day 2020

February 11, 2020 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is proud to celebrate Canada's Agriculture Day 2020. Canada's Agriculture Day highlights the importance of the agricultural sector and promotes a closer connection with consumers by educating them about where their food comes from and the people who produce it. As an industry, the fresh produce supply chain contributes over \$17 billion in added value to Canada's economy and supports 249,000 jobs across the country.

"The fresh produce industry is an important part of our agricultural sector and essential to the health of Canadians," said Oleen Smethurst, Chair of the CPMA Board of Directors. "Canada's Agriculture Day 2020 is celebrating the future of food – and for CPMA, that means making it easier to fill [Half Your Plate](#) with fruits and vegetables. We look forward to continuing to work with Ministers Marie-Claude Bibeau and Patty Hajdu to advance the fresh produce industry in Canada."

"In 2020, CPMA and the fresh produce sector are focusing on innovative solutions that are beneficial to the environment while stimulating continued growth in our industry," said CPMA President Ron Lemaire. "CPMA and our member companies are significantly engaged in our [Plastics Packaging Roadmap](#), continually fostering food safety and new technology, and supporting the use of our [Waste Efficiency Tool](#) to mitigate waste in all forms across the supply chain, with a major focus on food loss and waste. We are excited to share more about these initiatives at our upcoming CPMA Convention and Trade Show in Toronto, from May 12 to 14, 2020."

CPMA continues to work with the Government on a number of important policy files, including the [Food Policy for Canada and Canada's Food Guide](#), effective regulatory reform, international trade diversification, and the implementation of the [Safe Food for Canadians Regulations](#).

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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.