



## **PRESS RELEASE**

### **CPMA and CHC Host Successful Farm to Plate Event on Parliament Hill**

February 28, 2020 (Ottawa, ON) – Earlier this week, the Canadian Produce Marketing Association (CPMA) and the Canadian Horticultural Council (CHC) gathered with industry representatives for organized meetings with Parliamentarians, to advocate for issues affecting the fresh fruit and vegetable sector.

The meetings focused on key topics affecting the industry, including establishing financial protection measures for farmers and produce sellers, advancing crop protection solutions validated by sound science, and supporting the agricultural sector's sustainability initiatives such as climate adaptation practices, mitigation of plastic use and decreasing food loss and other forms of waste.

"It is extremely valuable for industry members like me to have had the opportunity to meet face-to-face with Parliamentarians to offer our perspective on the most critical issues affecting everyday business in the produce sector" said Oleen Smethurst, CPMA Chair. "These meetings position our industry to succeed, as a result of our continued engagements."

Among the over 40 meetings that took place on Tuesday, industry participants met with representatives of both the House of Commons and the Senate, as well as representatives of each political party. Notable discussions took place with MP Neil Ellis, Parliamentary Secretary to the Minister of Agriculture and Agri-Food, MP John Barlow, Vice-Chair of the Standing Committee on Agriculture and Agri-Food, the office of the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, the office of the Honourable Patty Hajdu, Minister of Health, senior staff at the Pest Management Regulatory Agency (PMRA) and the Canadian Food Inspection Agency (CFIA), and MP Irek Kusmierczyk, Parliamentary Secretary to the Minister of Employment, Workforce Development and Disability Inclusion.

Ron Lemaire, CPMA President, stated "We are proud of the positive relationships we have formed with numerous Members of Parliament, Senators, other Parliamentarians and government officials, and we value the opportunity to meet with them on occasions such as our Farm to Plate event, in order to further collaborate to advance our sector."

The day concluded with an evening reception for industry members and Parliamentarians at the Château Laurier that drew over 180 attendees and featured speeches from Parliamentary Secretary Neil Ellis and Senator Diane Griffin.

CPMA and CHC look forward to their next joint advocacy event on Parliament Hill, [Fall Harvest](#), which will be taking place November 2-4, 2020.

**For more information, please contact:**

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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 Canadian Horticultural Council (CHC):**

The Canadian Horticultural Council (CHC) 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 on over 14,237 farms, with farm cash receipts of \$5.7 billion in 2018. 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.