

PRESS RELEASE

Produce industry to mark the World Fruit and Vegetables Day

September 30, 2021, (Ottawa, ON) – The Canadian produce industry is excited to join with sector partners from around the world to celebrate World Fruit and Vegetables Day, which will be held on October 15, 2021.

World Fruit and Vegetables Day is an international initiative that highlights the many benefits of eating fruits and vegetables. This year, World Fruit and Vegetables Day is even more special as its goals align perfectly with those of the United Nations' International Year of Fruits and Vegetables (IYFV) campaign. Launched in December 2020, IYFV is an all-year-round campaign which aims to raise awareness about the importance of fruits and vegetables in human nutrition, food security, and health.

From October 8-15, the Canadian produce industry will feature several activities, including:

- Recipes showcasing fruits and vegetables from different continents;
- Contests on social media where consumers can participate and win prizes;
- Recipe demonstrations from renowned Canadian chefs, and more.

The produce industry invites all its members to join it and celebrate the diversity of fruits and vegetables, and the people who produce them, and share knowledge about fruits and vegetables with consumers on this special occasion.

To learn more about fruits and vegetables from around the world, consult the following resources: [Half Your Plate](#), the [Canadian Horticultural Council](#), [Produce Made Simple](#), and [J'aime les fruits et légumes](#).

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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

The Canadian Horticultural Council 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, with farm cash receipts of \$5.4 billion in 2017. 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.

About the Quebec Produce Marketing Association

Founded in 1947, the Quebec Produce Marketing Association is a non-profit organization that brings together active members from every sector of the fruit and vegetable industry, working in close synergy with them and with its various industry partners. In carrying out its mission of creating a favourable environment for the development of fruit and vegetable marketing in Quebec, the QPMA plays a leadership role in representing and promoting the best interests of its members with government and industry.

About the Ontario Produce Marketing Association

The Ontario Produce Marketing Association is a member-funded, not-for-profit organization whose primary objective is to connect people and information from field to plate.

About the British Columbia Produce Marketing Association

The British Columbia Produce Marketing Association is a proud advocate and congregation of BC produce suppliers, grocers, and growers.

About the Calgary Produce Marketing Association

The Calgary Produce Marketing Association (Calgary PMA) is a not-for-profit organization representing the prairie provinces: Alberta, Saskatchewan, and Manitoba, supporting its members through events and marketing while fostering connections within the produce industry. Calgary PMA, with the help and support of its members, hosts several events throughout the year to raise funds to support various children's charities and programs that fight food insecurity. The association has contributed more than \$1,500,000 back into the community in 30 years.