



## **PRESS RELEASE**

### **CPMA marks Canada's Agriculture Day 2022**

February 22, 2022 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) is proud to join producers and organizations across the country in marking Canada's Agriculture Day 2022. Canada's Agriculture Day is a momentous occasion that annually highlights the crucial role the agricultural sector plays in our country.

"CPMA is pleased to, once again, join industry partners in celebrating Canada's Agriculture Day," said Guy Milette, CPMA Chair. "This is a day that invites Canadians to not only reflect on how food arrives to their dinner table, but to also celebrate the people who work tirelessly behind the scenes to make this basic need available to them."

"Agriculture is one of the most critical industries in Canada," said CPMA President Ron Lemaire. "Aside from providing Canadians with safe and healthy food, the industry is a major economic engine for Canada. This is why it's important to celebrate and honour all men and women who work in this industry not just on Canada's Agriculture Day but everyday."

CPMA continues to work closely with our partners and all levels of government on a wide range of issues currently impacting the industry, including labour shortages, supply chain disruptions, sustainability, and the need for a financial protection mechanism for fresh produce sellers.

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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.