



PRESS RELEASE

CPMA and FVGC hold Farm to Plate 2022 on Parliament Hill

May 13, 2022 (Ottawa, ON) – On May 10, the Canadian Produce Marketing Association (CPMA) and Fruit and Vegetable Growers of Canada (FVGC) held a successful advocacy event, Farm to Plate 2022, in Ottawa. Organized in the spring of each year, Farm to Plate brings together produce industry representatives, government officials, Parliamentarians and their staff to discuss important issues impacting the fresh fruit and vegetable sector.

This year, 27 produce industry representatives from across Canada met with key decision-makers in Ottawa to discuss key areas of concern, including:

- Establishing a financial protection mechanism for produce growers and sellers;
- Prioritizing access to food;
- Promoting supply chain resiliency and competitiveness; and
- Supporting a sustainable fresh produce sector.

“We were pleased to have the opportunity to return to Parliament Hill to share our industry’s priorities with federal leaders,” says Mario Masellis, CPMA Chair. “The produce industry plays a critical role in driving the Canadian economy and providing Canadians with a steady supply of healthy fresh fruits and vegetables. The challenges we have recently experienced have shown consumers both the resiliency and the fragility of their produce supply chain. We are looking forward to working with government officials to address issues that impact our industry and threaten food security in Canada”.

“On behalf of Fruit and Vegetable Growers of Canada, I want to thank our industry representatives, the Parliamentarians and government officials who participated in Farm to Plate 2022, for collaboratively addressing the issues facing not only our sector – but our national food supply,” says Jan VanderHout, FVGC President. “Farm to Plate demonstrates the importance of industry and government working together. We are encouraged by our discussions and the ideas shared at the event.”

Event participants met with 28 Parliamentarians and officials from all four major political parties, including the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food; the Honourable Senator Rob Black, CPMA 2021 Produce Champion and Chair of the Senate Standing Committee on Agriculture and Forestry; and Kody Blois, Member of Parliament and Chair of the House of Commons Standing Committee on Agriculture and Agri-food.

In the evening, CPMA and FVGC hosted a reception at the Fairmont Château Laurier where over 200 industry members, government leaders and their staff convened.



CPMA and FVGC would like to thank the [Farm to Plate 2022 sponsors](#) and look forward to their next joint advocacy event, Fall Harvest, which will be held in November 2022.

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About the Canadian Produce Marketing Association

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 Fruit and Vegetable Growers of Canada

Fruit and Vegetable Growers of Canada (formerly 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 on over 14,237 farms, with farm cash receipts of \$5.7 billion in 2020. Since 1922, FVGC 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.