



## PRESS RELEASE

### CPMA develops resources to support consumers as inflation surges

May 12, 2022 (Ottawa, ON) –The Canadian Produce Marketing Association (CPMA) is developing resources to help Canadian consumers navigate increasing food prices as the inflation rate continues to surge to record highs in Canada.

Through its *Half Your Plate* program, which provides consumers with simple and practical ways to add a variety of produce to every meal and snack, CPMA has put in place several tools and resources to show Canadians that fresh produce is still accessible in this environment where inflation is on everyone’s mind, including:

- [#Fresh20 campaign](#), which raises awareness of the variety of fresh fruits and veggies one can get for \$20 in different cities across Canada.
- [Shelf-life guide](#) for fresh produce to help consumers reduce food waste by storing fruits and vegetables properly.
- Tips on how to [save money on fruits and vegetables](#).
- [Blog posts with tips](#) on how consumers can save money through meal planning.

“Industries have experienced several challenges including labour shortages and supply chain disruptions that have largely contributed to the soaring prices of housing, utilities, and many consumer products such as food,” said Ron Lemaire, CPMA President. “In addition to advocating on behalf of the produce industry, CPMA is developing new resources with tips to help Canadians grappling with high food prices access fresh fruits and vegetables for less.”

To learn more about CPMA’s Half Your Plate program and resources for consumers, [visit the Half Your Plate website](#).

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**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.