



## PRESS RELEASE

### CPMA releases design guidelines for produce plastic packaging

**October 25, 2022 (Ottawa, ON)**– The Canadian Produce Marketing Association (CPMA) is pleased to release nine design rules for plastic packaging tailored specifically for the fresh produce sector. Industry members are encouraged to consider incorporating them into their business practices.

CPMA has been actively supporting initiatives that aim to reduce plastic waste, increase recycling, and transition towards a circular economy for plastics in Canada.

In 2019, CPMA created a Plastics Packaging Working Group to identify a path forward to address the use of plastics within the produce sector. The Association is also a partner of the Canada Plastics Pact (CPP), an organization that is tackling plastic waste and pollution.

With the support of its partners including CPMA, CPP released Golden Design Rules for Plastics Packaging in 2021 which have provided the framework for CPMA’s produce plastic packaging rules.

“Navigating the process of developing sustainable packaging can be complicated and challenging,” says Ron Lemaire, CPMA President. “This new tool has been developed to enable produce companies within our supply chain to make decisions specific to their business.”

CPMA’s rules aim to provide the fresh produce sector guidance to reduce the environmental impacts of produce primary packaging and of business-to-business produce packaging. They are voluntary and will be updated on a regular basis.

Visit the CPMA website to learn more about the [nine design rules for produce plastic packaging](#).

-30-

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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.