



PRESS RELEASE

CPMA starts off the Parliamentary session with successful *Half Your Plate* Breakfast

September 26, 2022 (Ottawa, ON)– The Canadian Produce Marketing Association (CPMA) kicked off the fall Parliamentary session on September 22 with a successful *Half Your Plate* Breakfast with Parliamentarians.

Co-hosted with the Honourable Senator Rob Black, the event featured guest speaker Jill Burns, a registered dietitian with the Ottawa Food Bank, and focused on the importance of prioritizing food production and access to fruits and vegetables for all Canadians.

"We know that close to 80% of Canadians are not eating enough fruits and vegetables leading to significant health consequences," said CPMA President, Ron Lemaire. "The federal government has an important role to play in ensuring that access to healthy food is a priority in legislation, policy and crisis management, which can also support Canada's commitment to achieving the UN Sustainable Development Goals."

[Half Your Plate](#) is a CPMA educational program that educates Canadians of all ages about the importance of fresh produce consumption and encourages them to fill half their plates with fruits and vegetables, a key recommendation in *Canada's Food Guide*. The program provides consumers with simple and practical resources to help them add a variety of produce to every meal and snack to improve their health.

In addition to a healthy breakfast buffet, event guests were provided with *Half Your Plate* resources to share with their constituents.

Visit the [Half Your Plate website](#) to learn more.

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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.