



## PRESS RELEASE

### CPMA releases its Canadian Customer Report

June 5, 2023 (Ottawa, ON) – The Canadian Produce Marketing Association (CPMA) has released its 2023 Canadian Customer Report highlighting Canadians’ perceptions, purchase intentions, consumption, and shopping habits with regard to fresh produce in the first quarter of the year 2023.

CPMA’s Canadian Customer Report is the latest addition to the Association’s market research portfolio which provides members with the most current data specific to the Canadian fresh produce industry. The report aims to help the industry have a better understanding of who the true fruit and vegetable customer is.

According to this exclusive report:

- 58% of consumers cite high prices as a roadblock to greater produce purchases which increased by 17% from Q1 2022.
- Local produce has the highest level of positive purchase intent, at 83%, followed by packaged produce at 65%.
- 19% of consumers consider themselves responsible for advancing sustainable packaging while 68% put the responsibility on producers and retailers.
- 41% of organic produce consumers prefer to see organic produce integrated with conventional produce.

“At CPMA, we are making a concerted effort to better understand the people who give us our purpose,” says CPMA President, Ron Lemaire. “By continuously asking the questions that matter to produce professionals in our research, we help produce businesses get to know Canadian consumers, resolve issues, and uncover opportunities for the betterment of our industry.”

The data outlined in this report was collected by CPMA’s market research partner, [Execulytics Consulting](#), in January, February, and March 2023. CPMA members can access the full report by logging on to [CPMA’s Community](#).

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**For more information, please contact**

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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.