



## PRESS RELEASE

### **CPMA, IFPS and the Global Coalition for Fresh Produce hold the International Sustainability Summit to harmonize practices and help achieve fresh produce sustainability**

May 16, 2024 (Ottawa, ON) – Canadian Produce Marketing Association (CPMA), in partnership with the International Federation for Produce Standards (IFPS) and the Global Coalition of Fresh Produce, held a successful International Sustainability Summit on April 26 in Vancouver.

Attracting 100 participants from 7 countries, this one-day event brought together produce leaders from across the world to discuss leading sustainability challenges, barriers and opportunities for the fresh produce industry.

Among the speakers was **Garland Perkins**, Director of Innovation and Sustainability at Oppy who kicked off the event with a keynote address and was later joined by **John Anderson**, Chairman, CEO and Managing Partner of Oppy for a fireside chat about what it takes to enable a globally sustainable fresh produce supply chain.

The event also featured panel sessions where speakers from Canada, Netherlands and New Zealand expanded on the challenges and opportunities facing global produce supply chain sustainability, including:

- An overview of the state of sustainability, efforts impacting global produce supply chains
- A fireside chat decoding environmental, social and governance reporting and investing trends
- A review of United Fresh New Zealand's best practices for aligning global produce supply chain sustainability with UN Sustainable Development Goals
- Exploring sustainability in action - produce sector leaders taking a holistic approach to sustainability

"The harmonization of sustainability practices is integral to achieving the sustainability of the fresh produce sector both domestically and around the world," said Ron Lemaire, CPMA President. "Parallel to the industry's experience with food safety, harmonization is integral to achieving the sustainability required to make the industry resilient and sustainable in the long term. The International Sustainability Summit panellists and those in attendance reinforced the importance of working together to achieve the level of sustainability so critical to the fresh produce industry."



The International Sustainability Summit participants were offered an opportunity to identify key risks, priorities, and ongoing activities for the fresh produce sector to achieve the environmental, social and governance (ESG) outcomes central to a sustainable fresh produce sector.

Following the event, a draft Fresh Produce Sustainability Charter will be developed in Q2 2024 to promote the importance of sustainability within the fresh produce sector, advocate for support of sustainability efforts and initiatives, accelerate the adoption of sustainability actions, and help achieve the desired state of sustainability for the fresh produce industry.

The International Sustainability Summit presentations and video recordings are available on the [CPMA website](#).

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**For more information, please contact:**

Daniel G.O. Duguay, BScA, MEng.  
Sustainability Specialist  
Canadian Produce Marketing Association  
Cell: 613 769-5670  
Email: [dduguay@cpma.ca](mailto:dduguay@cpma.ca)

**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.

**About the International Federation for Produce Standards (IFPS)**

The International Federation for Produce Standards (IFPS) is a non-profit organization representing produce standards organizations from around the world. IFPS aims to develop and promote harmonized international standards for produce, to enhance efficiency in the supply chain and benefit the industry and consumers worldwide.

**About the Global Coalition of Fresh Produce**

The Global Coalition of Fresh Produce brings together fresh produce associations from around the world, based on their joint vision to create resilient global value chains for fruits and vegetables that bring a myriad of economic, environmental and societal benefits. The Coalition's mission is to voice solutions to address disruptions in global supply chains for fresh produce, including – but not limited to



– rising costs, and share and promote best practices. The Coalition’s current members are Afruibana, the Association of Banana Exporters of Ecuador (AEBE), the Canadian Produce Marketing Association (CPMA), the Committee Linking Entrepreneurship–Agriculture–Development (COLEAD), Freshfel Europe, the Fruit and Vegetable Growers of Canada (FVGC), the International Fresh Produce Association (IFPA), the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) and United Fresh New Zealand. To find out more about the Global Coalition of Fresh Produce and obtain the full report, visit our website at <http://www.producecoalition.net> or contact us at [info@producecoalition.net](mailto:info@producecoalition.net).