



PRESS RELEASE

CPMA announces George Pitsikoulis as the 2024-2025 Chair

May 21, 2024 (Ottawa, ON) – Canadian Produce Marketing Association (CPMA) is pleased to announce George Pitsikoulis as the 2024-2025 CPMA Chair following his appointment during the Board Meeting held concurrently with the 2024 CPMA Convention and Trade Show in Vancouver.

George brings to this role comprehensive knowledge and experience having worked in the industry for more than four decades. Currently President and CEO of Canadawide Fruit Wholesalers Inc., a role he has held since the early 2000s, George is also greatly involved in the produce industry and community initiatives. He has served on several boards including the Fruit and Vegetable Dispute Resolution Corporation, the Quebec Produce Marketing Association, and CPMA where he is still a member of its Executive, Marketing and Food Safety Committees.

During his term as CPMA Chair, George will focus on strengthening international trade relationships, promoting sustainability, and addressing the key challenges that significantly impact the produce industry.

“I am honoured to have the opportunity to serve as CPMA’s 2024-2025 Chair,” says George Pitsikoulis. “With the Association’s 100th anniversary coming up next year, this significant milestone makes my term as CPMA Chair even more special. I’m looking forward to working with CPMA and its stakeholders to foster a dynamic marketplace where members thrive through market expansion, sustainable practices, and technology adoption.”

In his role as Chair, George will be supported by the Executive Committee which consists of:

POSITION	NAME	COMPANY	SECTOR
Chair	George Pitsikoulis	Canadawide Fruit Wholesalers Inc.	Wholesaler
Past Chair	Colin Chapdelaine	Star Group / Whole Leaf Ltd.	Grower/Packer/Shipper
1st Vice-Chair	Steve Bamford	Fresh Advancements	Wholesaler
2 nd Vice-Chair	David Dube	Krown Produce	Wholesaler
Executive Committee Member	Steve Boulianne	Metro Richelieu Inc.	Retailer
Executive Committee Member	Andrea Vandergrift	Costco Wholesale Canada	Retailer

The complete CPMA Board of Directors listing can be [found here](#).



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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.