



FRUIT & VEGETABLE
GROWERS
OF CANADA

PRODUCTEURS
DE FRUITS ET LÉGUMES
DU CANADA



FARM TO PLATE
DE LA FERME À L'ASSIETTE
Produce and Politics
Fruits, légumes et politiques

CPMA ACDFL
CANADIAN PRODUCE MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES

PRESS RELEASE

Produce industry advocates for critical issues impacting its sector in Ottawa

June 5, 2024 (Ottawa, ON) — Yesterday, the Canadian Produce Marketing Association (CPMA) and Fruit and Vegetable Growers of Canada (FVGC) held their spring annual joint advocacy event, Farm to Plate 2024, in Ottawa.

The event brought together produce industry leaders who met with targeted stakeholders working on key files for the fruit and vegetable sector to ensure that they are kept at the forefront of parliamentary efforts, including:

- Stabilizing food prices with strategic sector support;
- Supporting the industry's sustainability initiatives;
- Establishing financial protection measures for produce sellers; and more.

"The produce industry plays a key role contributing [nearly \\$15 billion](#) each year to Canada's GDP," said George Pitsikoulis, CPMA Chair. "This joint advocacy event provides us with unique opportunities to connect with elected federal leaders and voice our industry's concerns. We are delighted with the productive discussions we had with government representatives and look forward to continued collaboration to address the industry's challenges and enhance its global competitiveness."

"The regulatory burden and ongoing inflation are some of the critical issues threatening food security in Canada," added Marcus Janzen, FVGC President. "As growers, it was crucial for us to engage with the Government to find effective solutions that prioritize Canadians' access to food, which is a basic human need. We need strategic support to stabilize food prices and ensure the sustainability of our industry."

During the event, industry participants met with representatives of the Senate, the House of Commons, and the four major political parties, including the Honourable **Lawrence MacAulay**, Minister of Agriculture and Agri-Food, the Honourable **Anita Anand**, President of the Treasury Board, the Honourable Senator **Rob Black**, Chair of the Standing Senate Committee on Agriculture and Forestry; Member of Parliament **Kody Blois**, Chair of the House of Commons Standing Committee on Agriculture and Agri-food; **Robert Ianiro**, Vice President of Policy and Programs at the Canadian Food Inspection Agency (CFIA), and **Evelyn Soo**, Executive Director, Food Safety and Consumer Protection Directorate, CFIA.

The day concluded with an evening reception for industry members, Parliamentarians and their staff at the Delta Ottawa City Centre.

CPMA and FVGC thank the [Farm to Plate 2024 sponsors](#) and look forward to their next joint advocacy event, [Fall Harvest](#), which will take place **November 18-20, 2024**, on Parliament Hill.



For more information, please contact:

Micken Kokonya
Manager, Communications and Market Research
Canadian Produce Marketing Association
Cell: 613-878-3312
Email: mkokonya@cpma.ca

Ashley Peyrard
Communications Manager
Fruit and Vegetable Growers of Canada
Cell: 613-621-2195
Email: apeyrard@fvgc.ca

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.

About the Fruit and Vegetable Growers of Canada

The Fruit and Vegetable Growers of Canada (FVGC) represents growers across the country involved in the production of over 120 different types of crops on over 14,000 farms, with a farm gate value of \$6.8 billion in 2022. FVGC is an Ottawa-based voluntary, not-for-profit, national association, and, since 1922, has advocated on important issues that impact Canada's fresh produce sector, promoting healthy, safe, and sustainable food, ensuring the continued success and growth of the industry.